

# 25 1 ! o ne e 25 PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXXI, No. 12

NEW YORK, JUNE 18, 1925

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B. A. I. S. 1920 with  
N. W. Ayer & Son



## *The one-sixteenth*

THE Romans gave us the word medicine. Their "medicamentum" was a remedy. First you got something, then you medicated it. For centuries the science of medicine was the treatment of disease.

But today medical science is performing its greatest service in preaching and practicing "the ounce of prevention."

E. R. Squibb & Sons, New York City, well-known chemists to the medical and dental professions, have been, for many years, leading exponents of the theory of prevention. In the great Squibb laboratories are produced the vaccines and serums that prevent many of the serious diseases . . . as well as the every-day products which are used in the home.

Squibb advertising is an apostle of prevention. That its preachings are observed by the public is attested by one of the most amazing sets of sales' figures it has been our privilege to witness.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



June 18, 1925

# for 20 years!

COLGATE & CO have  
successfully advertised  
their products in the  
*Interborough* medium



1905  
1906  
1907  
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1925

*CA Long Record of Results'*

## INTERBOROUGH

*Subway & Elevated Car Card & Poster*

## ADVERTISING

50  
UNION  
SQUARE

CONTROLLED BY

## ARTEMAS WARD, INC.

NEW  
YORK  
N.Y.

W. BURGESS NESBITT, President

# PRINTERS' INK

*Registered U. S. Patent Office*

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VOL. CXXXI

NEW YORK, JUNE 18, 1925

No. 12

## Putting New Life into an Old Business

This Company Had Gone to Seed; How Its Bloom Is Being Restored

By John Allen Murphy

THIS is a story of a fine old company that allowed itself to go to seed and of the methods by which it has been brought into bloom again.

If you read the article, here are some of the questions you will find discussed in it:

How life can be injected into an old-fashioned business.

How a modern cost-finding system will reveal what is wrong with a business.

Young blood as a source of new ideas.

How seasonal slumps can be eliminated.

Finding the items in the line with the biggest potential market.

A manufacturer's own stores as an agency in consumer education.

The company is one of the oldest industrial organizations in America. In fact, there are only four companies that are older. It is the oldest concern in its field. It was established in 1754—twenty-two years before the Revolution, and has been in continuous operation ever since.

The concern to which I am referring is Devoe & Raynolds Co., Inc. The business was started 171 years ago on the corner of Water and Fletcher Streets in New York City by a man named William Post. The business changed names several times, as new generations came into its management. In 1852, the firm name became Raynolds & Devoe. In 1864, the Raynolds and Devoe interests

separated, forming two firms—C. T. Raynolds & Company and F. W. Devoe & Company. Twenty-eight years later, these two rival organizations were merged into one. The firm took its present name in 1917.

This is not intended as a chronological record of the organization. It is necessary to sketch more chronology in this instance than is customary in a PRINTERS' INK article because the age of the organization figures so basically in the story.

It is assumed that the business that William Post founded so long ago made consistent progress through all the years of its existence. But like all businesses that live long, the Devoe & Raynolds enterprise gradually acquired so many traditions and precedents that in recent years its very age had become a serious handicap to its progress. To have lasted so long the business must have been soundly managed, though in late years the management was extremely conservative. While the company made moderate growth during this period, this growth was entirely out of proportion to the enormous expansion which was taking place in the paint industry. The company was depending too much on the quality of its line as the reason why the public should buy its brands. Its selling methods were old-fashioned. It regarded modern advertising as too undignified for a house of its standing

and as a result, the company was gradually losing its position in the industry.

For years prior to 1917, the Devoe & Raynolds organization was really two companies—one in Chicago and the other in New York. While both were owned by the same men, they functioned separately. Each had its own roster of operating executives. In 1917, the two organizations were combined under one president, but with the control still divided.

Anyway, the merger of these two independent divisions was the beginning of the comeback of the company. In the organization there were a number of young men who had worked up to responsible positions and who were out of sympathy with the management's conservativeness. For a long time, these energetic under-executives had been clamoring for a chance to give their progressive ideas a trial. In 1919, they were given their chance. They were to try some of their stunts, but were to be guided by the experience of the older men. If the new ideas worked and the younger men demonstrated their fitness to run the business, an understanding was to be effected whereby they would be allowed to take over the management of the company. So successful were the efforts of these young fellows, that after five years of trial of their policies a group of sixteen of them were given control of the company. E. S. Phillips, only thirty-one years of age, was elected president. E. D. Peck, a former advertising manager of the company, was made vice-president and general manager.

About the first thing these young men did when they were given their chance was to instal a cost-accounting system. That may seem to be a trivial thing to mention in an article. No doubt it is supposed that every large manufacturer has a cost-accounting system. But cost finding is particularly difficult in the paint business. Of course, Devoe & Raynolds had a cost system, but no two of its factories were using the same method, and the results

obtained were anything but satisfactory. So a modern system was installed. It cost a barrel of money, but soon paid for itself several times over. The system quickly revealed the true condition of the business and pointed the way to many of the improvements, which have since been made.

Paint being heavy, it was the practice of the company to manufacture a complete line in each of its plants, so as to reduce freight costs. The new cost system soon revealed that this was poor manufacturing policy. It showed that manufacturing could be vastly more economical and more effective in every respect when but a single class of product is made in one plant. Ever since this discovery, the tendency of the company has been to centralize its manufacturing.

The greatest revelation of the cost system was the way it showed up the deadly effect of the seasonal slump in this industry. Of course, everyone in the business knew it was seasonal and the cost of maintaining idle capacity was heavy. The actual figures confirmed these suspicions. It used to be said years ago, that paint dealers sold only about 5 or 10 per cent as much paint in December as they sold in May. Naturally, a factory in the business approximated retail activity. The reason for this seasonal slump is that the bulk of all painting used to be outside painting and this was done during the warm months.

The Devoe & Raynolds Company has been able to eliminate the seasonal slump almost entirely so far as its own line is concerned. The business is now an all-the-year one, although, of course, there will always be fluctuations in volume from one season to another. The December sales of the company's average agent is now off only 50 per cent from the May peak. Thus, the business of the worst month in the year has been increased from 500 to 1,000 per cent. The company's factory production has benefited similarly. Mr. Phillips, the president, is authority for the statement that the



## RE: New Advantageous Color Rates in The Christian Herald

WITH the idea of balancing all of our color work on regular advance schedule, we are making new reduced color rates\* in the Christian Herald for inside covers in 1926.

Prices apply only for units of six or more non-cancellable color pages and are as follows:

2 colors—	Present price \$1400—	New rate \$1250
3 colors—	" " \$1600—	" " \$1400
4 colors—	" " \$1800—	" " \$1600

Smaller schedules are at our old card rates.

# Christian Herald

Bible House

New York

Graham Patterson, *Publisher*

\*The net paid circulation of Christian Herald is steadily growing and is now 13,500 in excess of our guarantee.

company's poorest month's production is seldom less than 60 per cent of the largest and that, on the average, the lowest monthly production is 65 per cent of the peak. The effect of this spreading out of production through the year has been tremendous. It has lowered costs, reduced overtime and made for increased efficiency in every direction.

How has this improvement been brought about? To answer that question is the principal purpose of this article. In the main, the improvement has been accomplished by stimulating the demand for various inside finishes. Whereas formerly only from 10 to 20 per cent of the company's sales were on inside paints, they now run 50 per cent.

The statement is frequently made that the paint market is only 20 per cent developed. This may seem surprising to anyone not in the industry. All paintable surfaces with which most of us come in contact appear to be adequately painted. All authorities are agreed, nevertheless, that the industry has thus far reached less than a quarter of its market. By far the best and biggest market is for inside finishes.

The inside-the-building market is really the consumer market and is, therefore, the one that is most susceptible to development. Most folks do not paint the outside of their buildings themselves. They delegate the work to painters, and painters are prone to mix their own paints. Thus, prepared paints do not get a fair chance at this outside-the-building market. When it comes to painting inside, however, the prepared finishes are more likely to be used, even though a painter does the work. Besides, the amount of this kind of work that householders, themselves, do is tremendous.

Much of the Devoe & Raynolds current merchandising, selling and advertising activities is keyed to develop this consumer business. Its development program is one of tremendous scope and of more than average aggressiveness. From a company that formerly did not

believe in advertising, the organization has stepped up to a position where it is now one of the country's most important advertisers. Its appropriation consists of a 5 per cent levy on sales. While I do not care to reveal the amount thus obtained, I am willing to say that it is nearer to \$1,000,000 than it is to \$100,000. Formerly, the company's selling force was "just average." Today, it is one of the best trained and most aggressive selling squads to be found anywhere.

But it is on the company's own retail stores that I intend to concentrate the rest of my story. Many manufacturers run stores of their own. Their usual purpose is to dispose of their output in that way or else to supplement the number of their retail distributors. Devoe & Raynolds, however, run their stores primarily as merchandising laboratories. Other manufacturers also run retail stores for research and service, but I know of no other manufacturer who has gone into retailing so extensively with these objects in view as this 171-year-old concern is doing.

The organization really started as a retail establishment. William Post was a retailer. He was also a manufacturer. I guess in those days, in more lines than one, goods were both made and retailed in the same establishment. I believe I am correct in saying that the concern has had a retail store ever since the days of William Post. The store on Fulton Street, New York, has been a landmark for as many years as memory cares to go back. It was not until the new regime took hold, however, that the company decided to go into retailing more extensively than has ever before been attempted by a paint manufacturer.

At the present time, the company has eighteen stores. These stores were not started with the idea of competing with Devoe & Raynolds' agents. In fact, the stores are intended primarily to help agents do more business. Neither were the stores launched with the idea of furnishing the

(Continued on page 150)



**“Hot dam! Reginald’s got his own soap”**

"Meow! Meow! You cats! Don't you like it?"

"Oh, La di da! Seems to me you're awful high-hatty for a guy that used to be afraid of water."

When boys become "self-washing," they suddenly develop a liking for cleanliness and an astonishing friendship for soap. The razz goes round, but the example of the latest convert exerts a powerful influence on his friends.

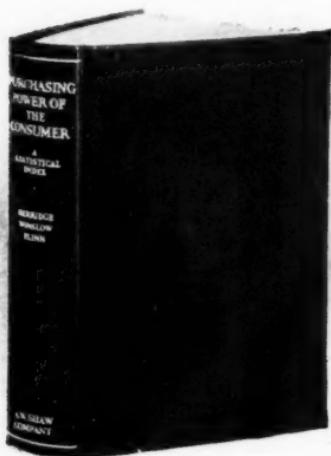
Hesitating to put your product before the boys is wasting the years that come just before young manhood. By advertising toilet preparations to the boy in his early teens, two ends are served—winning the boy and his friends, influencing the buying-habits of the boys' families. Through the advertising columns of **THE AMERICAN BOY**, both purposes can be profitably achieved.

Here is the chum of youth, going to half a million youngsters, believed in by every one of them. They are on the average at the "self-washing" age, 15½ to 16 years old. Just the age when their prejudices are crystallizing into habits hard to break in after years. But one strong, unbreakable habit they have already —reading **THE AMERICAN BOY** from cover to cover. It is their fast-sworn friend and companion.

Give your product the advantage of appearing in the advertising columns of **THE AMERICAN BOY**. Let your name be associated in 500,000 young minds with the friend that comes to them month by month throughout the year. Copy received by July 10th will appear in September.

# The American Boy

*"The Biggest, Brightest, Best Magazine for Boys in All the World"*



**SUGGESTIONS** of  
methods for using cur-  
rent public statistics as  
a measure of purchas-  
ing power.

## *Three Prize Essays now published in book form*

IN 1924 the J. Walter Thompson Company awarded the three prizes offered for the winning essays on the subject, "A Statistical Index of the Purchasing Power of Consumers in the United States."

Now these three prize-winning essays have been published in book form for practical business use.

**First Award \$1,500** to Essay entitled "An Index of the Incomes of Factory Workers in the United States," by Professor William A. Berridge, Ph. D., Brown University, Providence, Rhode Island, with the assistance of the Staff of the "Brown Bureau of Business Research."

This paper first presents a series of indexes showing the earnings of workers in certain groups of industries and then combines them into a general index of earnings of industrial workers. This general index is then converted into commodity purchasing power.

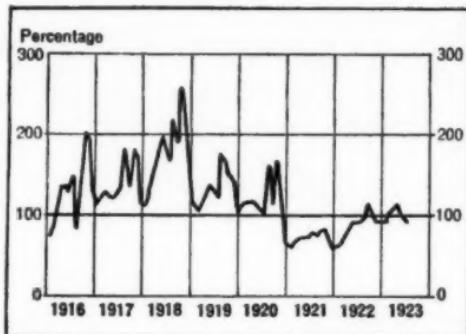


CHART showing percentage of available positions to applicants for positions. One of many charts showing relations between business conditions and consumers' ability to buy.

**Second Award \$800** to Essay entitled "Contributions from Budget

Studies to the Construction of a Statistical Index of the Purchasing Power of Consumers in the United States," by Dr. Emma A. Winslow, West View Park, Riverside, Connecticut.

This essay approaches the subject from the viewpoint of expenditures as shown by family budgets.

**Third Award \$500** to Essay entitled "A Statistical Index of the Purchasing Power of Consumers in the United States" (recommending the State Employment Office Index), by

Richard A. Flynn, Chief, Division of Employment, New York State Department of Labor, 124 East 28th Street, New York City.

This paper establishes the fact that the ratio between the number of applicants for employment and the actual employment available in the public employment offices may be used as a comparatively simple index recording variations in purchasing power.

Sales managers will find in this book practical suggestions for working methods by which current public statistics can be used as a measure of the purchasing power of their customers.

We shall be glad to send you a copy of this book upon receipt of \$4.00. If you wish to return the book within five days, money will be refunded. Address Research Dept., J. Walter Thompson Company, 244 Madison Ave., New York.

# "Polite Blackmail" Is Politely Stopped in Cleveland

"Charity" Advertising Receives Another Setback

IT is the monthly meeting of the United Uplift and Culture Clubs. The treasurer has just made a doleful report. The outlook for the coming year is very blue.

Then, up speaks one of the master minds.

"Why don't we get out a year-book or directory for members and sell advertising in it? That would solve our financial problem."

Cries of "Splendid!" "Wonderful idea!" "Just the very thing!"

"Why, I know Mr. \_\_\_\_\_, president of The Famous Soap Company. I'm sure he would give us an advertisement," says one member.

And some other member knows the third assistant to a bank vice-president, so that the bank is immediately put down as a prospect. Within an hour, there is compiled a complete list of victims and another little scheme of polite blackmail is under way.

Of course it isn't always the Uplift and Culture Club. Sometimes it is the Amalgamated Association of Chair Warmers which is having an annual convention and wants to help finance it by selling a "limited amount of space in its program."

Or possibly the Hy Brow Club is giving its annual minstrel performance and "offers the opportunity to a few advertisers to appeal to a select group of the best people."

A real effort to meet this situation has been made by the Cleveland Chamber of Commerce through a special committee known as the Committee on Soliciting Schemes. The net result of this committee's work has been to develop, among Cleveland business men, a much higher resistance to this type of appeal. It has also greatly decreased the number of those schemes in that city.

For several years, the commit-

tee has passed upon practically every proposition for raising funds that has been attempted in Cleveland. Of course there can be no law compelling promoters to bring their scheme before the committee, but the members of the Chamber have been very thoroughly educated on the proposition and their first question to a solicitor is: "Have you the approval of the Chamber of Commerce?"

After this has been put up to the solicitor a dozen times he begins to wonder whether it might not be a good plan to see what this "Committee on Soliciting Schemes" is all about.

Full opportunity is given to every promoting organization to appear before the committee and explain its proposition. Many a scheme dies an untimely death right at this point, for while its backers do not mind putting it up to some lone, defenseless advertiser, they balk at going before a committee of representative business men and trying to justify such a solicitation.

## BLUFFING SELDOM WORKS

Again, some of the more hardy ones take a chance on bluffing the committee, but they seldom try it the second time. This committee is composed of leading manufacturers, merchants and bankers, together with several advertising agency executives and capable advertising managers—men who have had to contend with these special advertising solicitations in their own business. They know from experience exactly how to handle the problem.

The committee does not, in general, attempt to say what is a good advertising medium and what is not. The basis upon which it considers such propositions may be stated thus:

"Is this primarily a proposition for raising funds to support some organization? If it is, then it

# EAGER

*for Iowa's*

OWN and ONLY

Rotogravure

Section



Newsy pictures of Iowa people and Iowa happenings make the rotogravure section of The Des Moines Sunday Register popular in 140,000 Iowa homes.

**The Des Moines  
Sunday Register**

comes properly within this committee's jurisdiction.

"If the *primary* object is to raise funds, then it should be done by direct appeal for money rather than through some scheme by which a large part of the money goes for printing and solicitation expense."

Any attempt by the solicitor to hint that the good-will of his particular organization depends on the purchase of space is regarded as sufficient evidence that the appeal is not a legitimate advertising solicitation.

In furtherance of its work, the committee published a book called "A Yardstick of Advertising Values," which endeavors to outline what constitutes real advertising and also what price might reasonably be asked for advertising space.

#### "Farm and Home" Merged with "Farm Life"

The Phelps Publishing Company, Springfield, Mass., has sold *Farm and Home* to the Farm Life Publishing Company, Spencer, Ind., publisher of *Farm Life*, of which Charles A. Taylor is president. Beginning with the August issue both publications will be merged under the name of *Farm Life and Farm and Home Consolidated*.

*Farm and Home*, for more than forty years, has been edited and published by Herbert Myrick, who will continue with the combined paper as associate editor, in addition to continuing as publisher of *New England Homestead*. *Farm Life*, which was founded in 1881, has been under the direction of Mr. Taylor for eighteen years.

The James M. Riddle Company, publishers representative, which has represented *Farm Life* for the last ten years, will represent the combined publication.

#### Sardine Account for Brennan-Phelps

The Pacific Packers' Association, Monterey, Calif., has appointed the Brennan-Phelps Company, Chicago advertising agency, to direct its advertising. Newspaper advertising will be placed for this account beginning with July. The article to be advertised is Prefet sardines.

#### New Account for Charles W. Hoyt

Edward V. Hartford, Inc., Jersey City, N. J., manufacturer of shock absorbers, has placed its advertising account with the Charles W. Hoyt Company, Inc., New York.

#### Becomes President of The Owens Bottle Company

W. H. Boshart, who has been vice-president and treasurer of The Owens Bottle Company, Toledo, Ohio, for the last year, has been named president of the company. He succeeds E. D. Libbey, resigned. Mr. Boshart has been with The Owens Bottle Company for the last nineteen years, during which time he has been general manager, assistant secretary and treasurer, sales manager, vice-president and treasurer.

William S. Walbridge was elected chairman of the board. Charles Boldt was elected vice-president; William Ford, vice-president and chairman of the finance committee; John D. Biggers, vice-president and general sales manager; F. L. Geddes, secretary; H. H. Baker, treasurer and J. H. McNeer, assistant secretary and assistant treasurer.

#### Fall Campaign to Follow Extended Distribution

Within the next few months the Henninger Radio Manufacturing Company, Chicago, plans to open eighteen branch offices in the United States, three in Canada, one in South America and one in Australia to market its "Aero Coil" a radio coil wound by air. A campaign to advertise this product in newspapers and magazines will be directed in the fall by the Kirkland-Engel Company, Chicago advertising agency.

#### F. W. Hume to Leave National Publishers Association

Frederic W. Hume has resigned as executive secretary of the National Publishers Association. His resignation takes effect July 1, when he will engage in business for himself in Washington, D. C., as a public relations counsel.

George C. Lucas, who joined the National Publishers Association in 1923 as director of transportation, will succeed Mr. Hume as executive secretary.

#### Cigar Leaf Association to Advertise

A resolution to conduct a co-operative advertising campaign was adopted at the annual convention of the National Cigar Leaf Tobacco Association, at Atlantic City, N. J. The resolution stated that \$500,000 would be spent on this campaign. A committee was formed to work out the details.

#### E. M. Baker Returns to Frank Seaman

E. M. Baker, who was formerly associated with Frank Seaman, Inc., New York advertising agency, has returned as a member of the executive staff. He was at one time advertising manager of the Columbia Phonograph Company. Until recently he had been with the Morse International Agency.

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*Milwaukee—First City in Diversity of Industry*

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## Exclusively—

OUT of 1,057 national advertisers appearing in 1924 in The Milwaukee Journal, 602 used this newspaper *alone* to sell the rich Milwaukee-Wisconsin market thoroughly, at a single low rate. Practically all of the others invested the bulk of their Milwaukee advertising appropriation in The Journal. The number of exclusive national advertisers was 164 more than in 1923.

*Read by more Milwaukee and Wisconsin people than any other publication in the world.*

**The Milwaukee  
JOURNAL  
FIRST - by Merit**

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*Wisconsin—First State in Value of Dairy Products*

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# *The Gateway to....*

**Q** The circulation of the Sunday Chicago Herald and Examiner is greater than the circulations of all the Chicago evening newspapers *combined*.



*"More Than a Million...  
For More Than a Year"*

# **Chicago Herald**

*NEW YORK: 1819 Broadway*

# *the Chicago Market*

Manufacturers and agencies are invited to write for detailed information for securing jobber and dealer distribution in this Great Market.



*The Gateway to  
the Chicago Market*

# **and Examiner**

*SAN FRANCISCO: Monadnock Bldg.*

# What Do You Sell in Chicago?

If your product is included in one of the major advertising classifications, the leading and most effective medium for advertising it in Chicago is likely to be The Chicago Daily News.

For example, if you sell anything merchandised through

## DEPARTMENT STORES

you should know that The Daily News publishes more department store advertising than any other Chicago daily paper. Of the total department store advertising published in Chicago in the first four months of 1925 in the six daily papers The Daily News published 2,214,829 agate lines—1,149,418 lines more than were carried by its nearest competitor in the daily newspaper field.

The reason for this leadership is the superior advertising effectiveness of The Daily News, which reaches the great majority of financially competent buyers of Chicago and its suburbs.

## THE CHICAGO DAILY NEWS

*First in Chicago*



brings in inquiries bearing the stamp of buying ability. He rarely expects an advertisement, of itself, to produce actual orders. What he wants is evidence that his

copy itself and to the use of mediums.

"The reasons back of the surprising increase in responsiveness to our business and industrial-paper advertising are not so unusual as one might expect," says Mr. Sigwalt. "They are only common-sense reasons but they should prove of interest to industrial advertisers, for they indicate that common-sense reasons will go farther than anything else in producing results.

"Up to a year ago, our advertising, although it involved a larger expenditure than now, pulled few inquiries. Twenty or thirty inquiries a month was a heavy response. Nevertheless, it was looked on as 'good publicity' for our products and for us as a company. If anyone ever worried over the almost negligible number of inquiries we received, those worries were set at ease as soon as someone made the suggestion that our trade name was being kept before the eyes of those men in the trades and professions where sales were made or influenced. The advertising wasn't

supposed to be judged on an inquiry basis.

"How often that alibi is over-worked in an attempt to justify the weak appeal, especially in the field of technical or industrial advertising!

"No doubt that advertising did us some good. Certainly, it was better than no advertising at all, even though the results were almost too intangible to see and much too inconsequential to talk about. The chief criticism that could be made of it was that this



## Chosen for the New Palmer House, New Morrison and Sherman Hotels

The New Palmer House, Chicago, Ill.;  
The New Morrison Hotel, Chicago, Ill.;  
The New Sherman Hotel, Chicago, Ill.

THREE of the world's largest hotels are under construction in Chicago. Nearly half a million feet of Milcor "Expansion" Corner Bead will protect the plastered wall corners of every room in these mammoth structures. This is particularly impressive testimony for the unequalled value of this unique Corner Bead. Other types of Bead could have been used, at some saving—apparently—in initial cost. But no other Bead could be erected so economically nor produce such line-lined, perfect, permanent corners.

In the long years of service—knocks, bumps, abuse, stresses and strains—no other Corner Bead will endure like "Expansion" Bead. Samples and complete details gladly sent on request, without any cost or obligation on your part.

MILWAUKEE CORRUGATING CO., MILWAUKEE, WIS.  
CHICAGO, ILL KANSAS CITY, MO. LACROSSE, WIS.

**MILCOR**  
THE BACKBONE OF BETTER PLASTERING



COPY FOR CONSTRUCTION ENGINEERING PUBLICATION—A LINE DRAWING IS USED IN CONTRAST TO THE PENCIL DRAWING EMPLOYED FOR ARCHITECTURAL PUBLICATION COPY

copy is being read by, and is influencing the views of those key men whose decisions make or break sales. That is the objective, sometimes clear, sometimes a trifle hazy in the back of practically every industrial advertiser's mind.

The Milwaukee Corrugating Company finds that its advertising has been productive of quality inquiries because that objective has been kept clearly in the foreground all of the time. With that aim once firmly fixed it was easier to apply strategic treatment to the

advertising did not take full advantage of its opportunities.

"And right there lies the principal reason for the increased responsiveness to Milcor advertising, developed during the last twelve months. It represents a planned effort to cash in on every possible opportunity and an earnest attempt to give the reader of business-paper advertisements something really interesting, something worth acting on and finally something he hadn't better miss."

Now, the Milwaukee Corrugating Company makes rather a wide variety of "Milcor" sheet metal products. Although all of them are used in construction work, it is necessary for the company's advertising to reach several distinct classes of individuals if it is to influence buying to its fullest extent. Metal lath, metal roofing tile, steel domes for concrete construction, metal trim for doors and windows and road strips are only a few of the products. Therefore, the company advertises in publications which reach six different groups, namely; architects, general contractors, plastering contractors, engineers, building supply dealers, hardware and sheet metal men and the prospective home builder. Broadly speaking, all of these groups may be considered as having a common interest. They are all employed in the field of building construction. For that reason, perhaps, it is not so difficult to understand why the company used to run the same copy in publications reaching these six groups.

The architect would understand that copy. So would the building supply dealer and the engineer. And yet, copy so general that it can be run in six distinct fields must necessarily sacrifice the individual touch and lacks the specialized appeal needed to drive a selling point home and clinch it.

When one industry is a market for another industry's products, inquiries based on advertising are a fair index of the effectiveness of that advertising and the interest that it creates. The negligible response to Milcor advertising when the same copy was used to cover six allied but distinct fields

indicates the weakness of the advertising plan which tolerates copy which is neither specific nor keen edged.

"It seems quite obvious that any advertisement that is effective among architects," points out Mr. Sigwalt, "is not likely to hit the mark squarely with the building supply dealer. Nevertheless, it was a real task for us to scrap the old policy of running the same copy in all publications that we used. It meant multiplying work and closer attention to detail. Eventually the change was made, and, for the last year, Milcor copy addressed to engineers has been engineering copy. That going to architects has been architectural copy. When we wanted to reach dealers, we talked to them as dealers and not as contractors. Each appeal has been sharpened to a point and made directly to that class of readers for which the business paper in which it appears is edited.

"Using these tactics we found it possible to build unusual reader interest into our copy. One of the Milcor advertisements for metal lath, for instance, featured the steamships of the D. & C. Navigation Company on which real plastering was used for the first time on any boat. This kind of construction was made possible only because of metal lath. The copy pointed out the fact that if plastering on metal lath would survive the tremendous strains, stresses and vibrations of a ship at sea, such construction would surely remain crack-proof in buildings on solid land where no such strains could occur. That brought home in a forceful and convincing manner the thought that metal-lathed plaster is crack-proof plaster.

"In working out our plans for giving a finer point to our advertising, we have studied editorial policies of various business papers carefully. This study has repaid us and has taught us new tactics to follow. For example, we have found that a division of appeals is necessary even in papers of like classification. Big building data appeals to the readers of certain

contractor publications, while small home data is decidedly better for other contractor papers. The technique of illustration also is important. We are giving it vocationalized attention and treatment. Pencil drawings are used for architectural papers; wash drawings, photographs and line drawings for the others. It is watchfulness in such matters of detail that really permits an advertiser to take advantage of the reader interest in a publication and thereby induce prospects among those readers to send him their inquiries."

Milcor advertising aims at creating a certain magnified effect by "staggering" the schedule. The company makes several hundred items. All of these fall into four major divisions and the advertising schedules have been so arranged that all the publications in a certain field do not carry the same copy in the same month. Divisions 1, 2, 3, 4, for instance, appear in that order in publications A, B, C, D for the month of January. In February, the order would be 2, 3, 4, 1 in publications A, B, C, D. In March 3, 4, 1, 2; in April 4, 1, 2, 3, and in May 1, 2, 3, 4 again. Of course, seasonal items are featured during the proper months. In this way, the reader of an architectural publication finds one Milcor product advertised in the September issue. Picking up the September issue of another architectural paper he finds another product advertised. The result is a composite effect within each field which amplifies the special advertising appeal.

There is still one detail which cannot be overlooked in explaining why Milcor advertising has developed new inquiry pulling power. That is the coupon itself. It is not treated as a sort of last minute appendage to a piece of copy. Mr. Sigwalt says: "We have learned how to make sensible use of our coupons in the last twelve months. They are incorporated in the layout, so that they become an integral part of each advertisement. This extra care pays for itself, we have found. Fully 50 per cent of the inquiries

that we now receive come in on coupons."

When the inquiry has been received, it is up to the advertiser to satisfy the interest of the prospect and develop it still further. The Milcor people, in their catalogues, manuals and reference literature have apparently succeeded in giving this material the necessary treatment. At least engineers, architects and others in acknowledging this material volunteer the information that they find it valuable enough to file for reference use. Several technical schools and colleges use the company's data books as texts.

"Summing up, all our effort to induce quality inquiries from business-paper and industrial-paper advertising," Mr. Sigwalt believes, "points to five outstanding reasons for the company's increased volume. These are:

1. Making a finely-pointed class appeal (in copy and layout) instead of a general appeal.
2. Taking advantage of every opportunity to inject specialized reader interest in each advertisement. Co-ordinating the copy with the editorial characteristics of the publication.
3. Staggering the schedule to give proper prominence to various divisions of products.
4. Development of follow-up literature, catalogues, etc. and attractive presentation of these.
5. Sensible use of coupons.

"Almost immediately on the appearance of copy built on this plan the volume of inquiries began to grow. From April to July, 1924, our new advertising produced 566 inquiries or about 100 per cent more than in the entire year preceding. The monthly average from July, 1924, to April, 1925, was 570 inquiries. That was solely from business papers and from purely technical advertising. It resulted from remembering first that the definite objective of our advertising is to produce inquiries that typify interest and buying ability. Secondly, it came about through employing strategy in administering a smaller advertising appropriation."

The Siebel Institute of Technology, Chicago, has placed its advertising account with the Lakeport Advertising Agency, of that city.

New  
Chi  
Del  
San  
Kan  
(Co

## The best way to get and hold sales dominance in Philadelphia

is to advertise in the newspaper nearly everybody reads.

Philadelphia is the third largest market in the United States and is unusually attractive to the advertiser who seeks to expand sales.

It boasts of one newspaper that has practically complete "coverage"; that goes into nearly every home, and that enjoys high reader confidence.

There are 412,000 homes in Philadelphia's city limits, and 3,005,090 people are embraced in the Philadelphia city and suburban area.

### Dominate Philadelphia

*Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—*

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



**518,357** copies  
a day

Average daily net circulation for the year ending December 31, 1924.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—814 Park-Lexington Building (46th St. and Park Avenue)  
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.  
Kansas City, Mo.—C. J. Edelmann, Verree & Conklin, Inc., 1100 Davidson Bldg.  
(Copyright 1925—Bulletin Company)

# “Radio Retailing” Gains 7,149

STATEMENT OF RADIO RETAILING					
PAID CIRCULATION					
Ala ....	34	Maine ....	35	Ohio ....	487
Ariz ....	14	Md ....	74	Oklahoma ....	81
Ark ....	26	Mass ....	324	Oreg ....	47
Calif ...	380	Mich ....	337	Pa ....	606
Colo ....	68	Minn ....	106	R.I ....	99
Conn ....	188	Miss ....	8	S.C ....	12
Del ....	13	No ....	258	S.D ....	107
D.C ....	58	Rhode ....	14	Tenn ....	82
Fla ....	38	Nebr ....	58	Texas ....	97
Ga ....	20	Nevada ....	6	Utah ....	10
Idaho ...	8	N.H ....	18	Vt ....	7
Ill ....	730	N.J ....	208	Wa ....	51
Ind ....	206	N.M ....	18	Wash ....	92
Iowa ....	200	N.Y ....	1407	W.Va ....	59
Kans ....	108	N.C ....	87	Wisc ....	187
Ky ....	71	N.D ....	46	Wyo ....	10
La ....	57			Foreign ...	150
					TOTAL PAID CIRCULATION 7,149

On May 27, 1925 there appeared before me, a Notary Public in the county and state of New York, R. S. Foss, who, having been duly sworn according to law, doth solemnly declare that the following is a true statement of the paid circulation of "Radio Retailing".

*R. S. Foss*  
NOTARY PUBLIC  
DIRECTOR OF CIRCULATION

NOTARY PUBLIC  
New York County Certificate No. 384  
My Commission expires March 30, 1928

NOTE: During "Radio Retailing's" campaign to build up paid circulation, copies are being sent not only to the 7,149 subscribers, but also to every other known radio dealer and jobber.

McGRAW-HILL COMPANY, Inc.

# 7149 Paid Subscriptions —in five months!

“Radio Retailing”—the business magazine of the radio industry—*now has the largest paid circulation of any radio trade publication.*

Last January the McGraw-Hill Co., Inc., started *Radio Retailing*. It was announced that the new magazine would be put on a paid circulation basis with all possible speed. Leaders in the radio industry said, “*Fine!*—but can you *do* it?” They pointed out that other radio trade publications, some of which had been in existence two years, were still distributing practically all of their circulation free.

Our answer was, “No matter how many radio trade publications are given free to the radio dealer and jobber, they will gladly *pay* for a real radio business magazine—a magazine that gives no ‘puffs’ or ‘write-ups’—a magazine that contains more than news—a magazine full of practical sales suggestions that help move radio stock off the dealer’s and jobber’s shelves.”

7149 paid subscriptions gained in the past five months proves this prediction was correct.

Radio dealers and jobbers are willing to pay cash for *Radio Retailing*—because *Radio Retailing* is worth cash to them.

Radio manufacturers in increasing numbers are placing their advertisements in this radio trade magazine that dealers and jobbers not only *want* but *pay* for.

Inc.,  
enth Ave. at 36th St., New York

# Have you seen our Auto chart *that gives cars by makes by states?*

A CHART has been prepared carefully by the *Oklahoma Farmer-Stockman* that will prove interesting and valuable in the hands of every automobile, tire, and accessory manufacturer or distributor in the United States.

This chart is small, 11 x 25, neatly and clearly printed, giving at a glance the distribution of passenger automobiles by makes by states as of January 1, 1925.

The *Oklahoma Farmer-Stockman* wants you to have one of these charts. There is no obligation. Just indicate your desire on the coupon below. We shall enjoy being of service.

Last year Oklahoma ranked fifth in the total value of agricultural products, being first in broom corn, second in cotton, and fourth in wheat.

The *Oklahoma Farmer-Stockman* is the only farm paper in Oklahoma through which to cultivate the State's wealthy farm market. The *Oklahoma Farmer-Stockman* reaches more than 65% of the farm homes in Oklahoma.

### *Send for Yours— It's Free!*

The OKLAHOMA FARMER-STOCKMAN,  
Oklahoma City, Okla.

Gentlemen:

Please send your 1925 Automobile Chart to me without cost or obligation.

Name.....

Business.....

Address.....

**The OKLAHOMA FARMER-STOCKMAN**  
Oklahoma City, Oklahoma

# Help Your Dealers Solve Their Credit Problems

This Is a New and Worth-While Job for the Credit Man

By R. M. Dulin

Of the Gates Rubber Company

ONE reason why retailers do not pay their debts is because those who owe them have not paid theirs. In many cases, these people have not paid the merchant because he has not known how to handle his credit and collection problems tactfully. It follows logically that the manufacturer who sells him suffers when the dealer cannot collect the money which is due him.

The credit problems of the dealer are particular to his own business. We have felt, however, that if we knew what they were in detail we could apply the specialized resourcefulness of our credit department to them.

Back in 1923 we issued a bulletin to our salesmen. It read in part:

"From a credit standpoint, can we be helpful to any of our dealers in the way of aiding them to make their collections or advising them as to credit or collection procedure adaptable to their needs?

"We cannot undertake to function for them as a collection agency but we can in many cases point out modes of procedure that will be helpful to them and furnish them with result-getting letters which have proved efficacious when used by other dealers.

"The following questions are suggestive:

1. What collection system does he use, if any?
2. What follow-up system for over-dues?
3. Does he want a system of follow-up that will be automatic and inexpensive?
4. Would he be interested in a series of collection letters with instructions as to how to use them?
5. How does he determine amount of credit his customers are entitled to?
6. Does he limit any accounts?
7. Does he exchange credit information with the other local merchants?
8. Is he interested in his mercantile rating?

9. Does he think he is entitled to a better rating?

10. Shall we try to get it for him?

In many instances we have been able to give constructive answers to individual questions which perplex our dealers. Our business has gained in good-will and prestige through having this service to give to our customers.

As a rule, the retail merchant extends credit face to face. He makes his decision while talking to the customer and without the advantage of having time to make detailed investigation as to the customer's financial worth or paying ability.

We have urged that where the dealer has access to a merchants' credit association that has been organized for the purpose of exchanging paying experience, he become associated with that organization. Where no such association is available we have always urged the dealers to get the merchants together to form one.

The worth of the account when it is put on the merchant's books is measured by the information which the dealer is able to secure about the customer both from the merchants' association and from direct questioning. In securing information direct from the customer, we advise the use of as simple a procedure as is consistent with the securing of information. This usually comprises:

- the name
- the age (where this has any bearing on the matter)
- the address
- how long the customer has resided at that address and in the city
- whether or not he is a property owner
- where employed
- how long employed there
- the make and description of the automobile he is driving
- the license number
- the names of three local references

Even this simple information is

not usually secured by many dealers when extending credit to their customers and the general outline of this form has been helpful to many.

In addition to urging our salesmen to offer this service to our dealers, we have from time to time sent out with our monthly statements suggestions for retailers to use in securing payment from their customers. This has been unusually successful.

On one occasion we sent out a suggestion about the use of trade acceptances by the dealer with his customers. This is reprinted below. The two paragraphs under the heading "Notice" appear on each mailing with but slight variations. The trade acceptance plan follows this notice.

#### NOTICE

Many of our dealers have asked for suggestions that would help them in the handling of their own credit and collection problem. We will try each month to send out to all our dealers some helpful information along this line. The plan below is a tested one that may be helpful to you.

Are these suggestions of credit and collection procedure of interest and value to YOU? If so, we will be glad to continue them. If not, we want to know about it. Please let us know what YOU think of it.

Dear Sir:

..... weeks ago we sent you a statement of your account amounting to \$.....

It is very desirable to us that all accounts be paid this month. We, therefore, ask you to make payment in full if possible.

If you cannot do this, will you kindly tear off the coupon below, writing in the blank left for the purpose the date when you will make payment, and mail coupon to us so that we may leave the account with our bank for your convenience in payment there. Banks object to handling open accounts.

We trust that you will be pleased to oblige us in this matter and save us the time and inconvenience of calling on you in regard to it.

Yours truly,

Hereby acknowledging indebtedness to ..... amounting to \$....., I promise to pay the same at..... bank, (town), (state), on or before (date) without interest. If I fail to pay on or before date promised, I will pay interest at 7 per cent per annum from date hereof until paid.

Another time we sent out a suggested collection letter. It read:

Dear Sir:

There's something unpleasant about a statement of account.

I know how it is myself. An account may be ever so just, and yet—well, nobody likes to receive bills.

In sending you this statement for \$..... covering our invoice of (date), I'd like to have you consider it not as a duin, but as a friendly reminder.

The account is now past due and I am sure we can count on you for an immediate remittance.

Good wishes.

Yours truly,

That is one type of retail collection letter which we believe will produce good results. It is written in the very plainest language and therefore does not possess the "factory-made" appearance. This is something to be studiously avoided. The letter that follows has a genuine retail ring.

Dear Mr. \_\_\_\_\_

Sending out statements—writing my good customers for money—is one thing I don't like to do.

I like to see you come in the store—I like to sell you goods—I like to give you service—but I don't like the collection end of the business.

It takes money to run a business, and the tire business especially is one that depends on quick turns.

No matter how badly the salesman who calls on me wants to sell his product, he has to listen to his credit man for authority, and if I did not pay my bills promptly I wouldn't be able to keep this store stocked for you.

The only reason you are getting this letter is because you have overlooked your account here.

The amount is \$....., which covers your account to (date). Thanks.

Sincerely yours,

Of course, we do not confine our mail service to letter suggestions. We vary the mailings, from time to time, with statements which we think will be of value both to the dealer and to ourselves because they aim to promote a better understanding on his part of what credit is.

Each month with our monthly statement we try to give the dealer some constructive thought from the credit department which will develop good-will for the institution and make the credit man feel that he is a producing unit of the business and not merely a conserving element which raises obstacles in the free flow of good business. Where the credit man's value to the company is measured only by the smallness of his losses there



*Advertisers' preference for The Indianapolis News has increased! In 1920, The Indianapolis News carried 45% of the total newspaper advertising in Indianapolis—a splendid record. In 1924 The Indianapolis News carried more than all other newspapers combined.*

## THE INDIANAPOLIS NEWS

Frank T. Carroll, Advertising Manager  
New York Office, Dan A. Carroll, 110 East 42nd Street  
Chicago Office, J. E. Lutz, The Tower Building

must of necessity be developed a credit man of narrowed vision and restrictive ideas, but where the measuring rod is one that permits of his becoming a producing factor in the business his worth to the company is almost immediately doubled.

### Sears Roebuck to Sell Coal by Mail-Order

To the long list of articles being sold by Sears Roebuck and Company has been added coal. The company will sell bituminous coal direct from mines in southern Illinois, southern Indiana and western Kentucky.

Charles M. Kittle, president of the mail-order house, states: "This new method of selling coal eliminates middlemen, jobbers, agents and salesmen. One of the purchase plans suggested is an organization by which three or four neighbors join together in forming a coal club. When the coal is shipped we send a bill to the nearest bank and a copy to the purchaser. All the consumer has to do is to pay the bill at the bank. Then an order is issued on the railroad to deliver the coal. Freight charges are paid to the agent."

### E. R. Thomas Buys New York "Morning Telegraph"

Edward R. Thomas has purchased the interest in the New York *Morning Telegraph* that was formerly owned by the estate of W. E. Lewis, former publisher. Mr. Thomas now has sole control of the paper.

The Porter Publishing Corporation was recently formed, succeeding the Lewis Publishing Company. The officers of the new company are: H. M. Work, president; A. Bornefeld, secretary-treasurer; Edward R. Thomas, publisher; Robert J. Dean, assistant publisher and Charles G. Snyder, advertising manager.

### H. B. Harvey with Winsten & Sullivan

H. B. Harvey, until recently vice-president and manager of the New York office of Williams & Cunningham, Inc., advertising agency, has become vice-president of Winsten & Sullivan, Inc., New York advertising agency. He had been with Williams & Cunningham for thirteen years.

### Music Master and Ware Radio Products Combined

The Music Master Corporation, New York, has purchased the annual output of the Ware Radio Corporation which will be marketed under the trade name "Music Master Ware."

### Would Postscript Phrases Be Part of Letter-Contract?

ECONOMY FUSE AND MANUFACTURING CO.

CHICAGO, June, 5, 1925.

*Editor of PRINTERS' INK:*

On page 108 of PRINTERS' INK, May 28 issue, Mr. Guion requested lawful reasons for using on letterheads phrases such as, "All Agreements Contingent Upon Strikes, Accidents, and Other Causes Beyond Our Control," and "Prices Subject to Change Without Notice."

Your reply was "yes" in general, but, "on the other hand cases can be cited where courts have decided that such phrases were not part of the contract made in a letter."

If, then, there is more than a slight chance that such phrases, when placed at the top of the letterhead, might not be construed as part of the letter-contract, such possibilities should be eliminated by having them set at the bottom of the letterhead, in imitation of type-writer type, in red ink, prefixed by the letters "P. S."

It seems to the writer that then these phrases would be, in actual fact, a postscript to whatever constituted a contract in the body of the letter preceding.

ECONOMY FUSE AND MANUFACTURING CO.,

C. GILBERT NORTON

### C. N. Greig with Scripps-Howard

Carlisle N. Greig has become associated with the Scripps-Howard Newspapers as financial manager of a new office which has been opened at New York. The office, which will be known as the Wall Street Office, will handle the financial advertising for the central group of the Scripps-Howard Newspapers. This group includes the Cleveland *Press*, Toledo *News-Bee*, Akron *Times-Press*, Youngstown *Telegram*, Pittsburgh *Press*, Columbus *Citizen*, Cincinnati *Post* and the Covington *Kentucky Post*.

Mr. Greig formerly conducted an advertising business at Los Angeles under his own name and previously had been with the Scripps-Howard Newspapers as manager of publicity of the Cleveland *Press*.

### A. F. McCrea Joins Detroit Agency

A. F. McCrea has joined the staff of the Power, Alexander & Jenkins Company, Inc., Detroit advertising agency. Until recently he was advertising manager of the Velie Motors Corporation, Moline, Ill.

### New Account for William R. Robinson

The Home Correspondence School, Springfield, Mass., has placed its advertising account with William R. Robinson & Company, Inc., New York advertising agency. Plans call for the use of magazines.

FOR ANY quality product—  
tooth paste or motor car,  
confection or grand piano, food  
or fabric—the class market is of  
primary importance.

Class families demand by name  
and buy in quantity.

Stores stock what they demand.

The upper third of the mass  
families emulate, so far as pos-  
sible, their purchases and habits.

It costs very little to cover the  
class field thoroughly; far less  
than it costs to cover even a fair  
amount of the mass field.

Vogue, Vanity Fair, House &  
Garden offer you 335,000 of the  
total 390,000 families with an-  
nual incomes of \$6,000 or more.

And we can start you advertising  
to these influential class families  
for as little as \$15,000.

VOGUE  
VANITY FAIR  
HOUSE & GARDEN

THE CONDÉ NAST GROUP  
*All members of the Audit Bureau of Circulations*

# In Every Section of Times-Star is the



In every section of Cincinnati, in every one of the suburbs, on every street and in practically every household the women-folk make up their shopping lists from the Times-Star more consistently than from

# CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

# of Cincinnati, The is the Buyer's Guide

any other newspaper in this market. They have done so for almost eighteen consecutive years.

Translated into advertising parlance, this means, of course, that the Times-Star alone of the four Cincinnati newspapers has complete blanket coverage of the local market.

This is reflected in the display columns of this great family newspaper, which carries more food advertising, more clothing advertising, more advertising of department stores, dry goods stores, drug stores, gift shops and specialty stores, hardware and electrical shops, musical instruments, furniture and household goods, boots and shoes, hats and caps, confections and beverages, books and publications, sporting goods, automobile accessories, tires, radio, etc., than any other newspaper in Southern Ohio.

During the month of April, 1925, the Times-Star in twenty-six publication days carried 102% more display advertising than the second afternoon paper, and 51% more than the leading morning newspaper carried in both daily and Sunday editions.

# I TIMES-STAR

*Member of Audit Bureau of Circulations*

**BUS LINES**, supplementing an unusual electric and railway transportation system of which Indianapolis is the hub, bring thousands of retail buyers daily to the Hoosier Capital. In the territory served by this unique transportation system (outside of Marion County) The Star's circulation is larger than that of any other Indianapolis newspaper.

## *The INDIANAPOLIS STAR*

*Always first—always fair—always complete*

*The Shaffer Group*

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS



### *National Representatives*

KELLY-SMITH CO.  
Marbridge Bldg., New York  
Lyton Bldg., Chicago

GRAVURE SERVICE CORP.  
25 West 43rd Street  
New York

# And Now They've Trade-Marked Lenses

Bausch & Lomb Overcome a Seemingly Insurmountable Problem of Trade-Marking

By C. B. Larrabee

**A**ND now they've trade-marked lenses!

The problem was to find an invisible trade-mark. A mark that would be visible on the lenses of a pair of spectacles when the owner wore them would be worse than useless, since it would seriously impair his vision. A mark that could not be seen at all would be no trade-mark. How this paradoxical situation was unraveled by the Bausch & Lomb Optical Company, of Rochester, N. Y., is not only the interesting story of surmounting seemingly impossible obstacles, but also a significant story for the manufacturer who makes a product that is apparently impossible to trade-mark.

The number of such products is becoming increasingly small. Some years ago rope was in the class of products that defied successful marking. Then a rope manufacturer conceived the idea of running a colored strand through the heart of each length of rope. Gasoline presented difficulties that at first looked insurmountable until a refiner thought of the simple solution of coloring the product. Fruit growers studied for years until they found a machine that would label fruits satisfactorily. Cheese, lumber, walnuts, shingles and fencing are other products that have been trade-marked successfully after being considered for years products that could not be trademarked.

In every instance, however, the mark has been permanent. In every instance, it has remained on the product from the time it left the maker's hands until it was used by the consumer. On the other hand, the Bausch & Lomb trade-mark, to be successful, must be visible at times and invisible at others.

Lenses are supplied by the com-

pany ground and polished on both sides, but not cut to the final shape of the eyeglass or spectacle frame in which they are to be inserted. They are also supplied with only one side ground and polished by the factory, the second side being finished by the prescription optician to fill a particular prescription. While it has been possible for the company to trade-mark semi-finished lenses of the latter type, the trade-mark was always washed off before the finished job got into the hands of the patient.

## PROBLEM OF LONG STANDING

The problem of putting a trade-mark on lenses is one which has occupied the attention of optical manufacturers for years. Certain systems have been used, but none was satisfactory to Bausch & Lomb. Putting the trade-mark on some part of the lens that would come off in the finished job was, of course, quite unsatisfactory. Stamping the trade-mark on the lens in such a way that it would come off when the lens was cleaned meant that, ordinarily, the trade-mark wouldn't stay on even during the length of time required for mounting the lens. Using some kind of acid to etch the trade-mark on the unfinished side of semi-finished lens merely meant that the mark remained until the second surface was ground and polished.

The company's present trade-mark has done away with all these objections. What it is and how it is at once visible and invisible is easily explained.

Pick up a Bausch & Lomb trade-marked lens and you see what seems to be merely a transparent piece of glass. You can hold it to the light and look through it with vision unimpaired. You can examine its surface with

a magnifying glass and discover nothing that would not be found on the ordinary lens. Yet, breathe on it and in the moisture left by your breath will appear the clearly defined Bausch & Lomb trademark. As the moisture fades, the trade-mark fades to leave an absolutely clear surface of glass.

In actual practice, the optician uses a small demonstrator in which moisture is made by a sponge and a small electric light bulb. In this way, he avoids any unpleasantness that might arise from customers objecting to his breathing on the lenses of their spectacles.

The company has a "fugitive" trade-mark — a visible-invisible mark that overcomes all objections and betters earlier efforts to trade-mark lenses. The next step is to win the support of dealers and finally to create desire on the part of consumers to buy a trademarked lense.

#### CONSIDERABLE TACT IS NEEDED

Immediately, the company faces a difficult situation. The oculist and optician are professional men. They are apt to get the wrong attitude, to feel that the company is putting them in the class of the retail merchant who handles packages across his counter.

That this is not an impossible situation for the manufacturer is shown by what certain advertisers have done to get the support of the medical and dental professions. Squibb advertising and sales policies are excellent examples of this kind of selling.

The first step, then, was to sell the trade-marked lenses to the opticians and to get them to sell the lenses to their patients as trade-marked articles.

The original announcement to the optical profession was made by means of a broadside. A signed letter from the president of the company explained the search that had been made for a satisfactory method of trade-marking lenses—and then described the trade-mark idea. The centre spread carried a large picture of one of the new lenses and below it an illustration

of a package of lenses as they are received by the optician. The copy was largely taken up with a trademark catechism. This is a series of fifteen questions and answers which cover every possible point of interest concerning the new lenses. The catechism is really the backbone of the company's plan and is used frequently. By means of it, the company is able to state its entire case briefly and succinctly.

A week after the broadside went out, came the May issue of the "Bausch & Lomb Magazine." This was given over almost entirely to the new lens. On the cover was a picture of the trade-marked lens. On the first page, the statement from the president was repeated. Page four carried a sales story on the new lens and on page five the catechism was repeated. On page nine was an article on "The Trade-Marked Lens as a Business Builder." The centre spread was taken up with a double-page advertisement, a replica of the advertisement being used in optical trade papers. On page fourteen was a general article concerning trade-marks and their origin. On page eighteen was a description of the demonstrator. On the last page the company explained its dealer helps featuring the new lens, including folders, blotters and a new guarantee slip. The back cover carried a "who, what, why, when, how and where" advertisement of the new product.

Wholesalers were supplied with a stock of four page letterheads to send out on May 1 with statements.

The next step was an announcement in optical journals. Here, again, the company did something unusual. It might be well to explain that these optical journals carry not only the advertisements of national distributors but also of optical wholesalers. The company, first of all, got the co-operation of its wholesalers, who agreed to tie in on the announcement. The company's own advertisement was the double-page spread used in the "Bausch & Lomb Magazine." This featured the lens and an op-



An illustration by Henry Raleigh for the new William J. Locke novel now running in *Harper's Bazar*

"*A Class Magazine in a Class by Itself*" . . . . . BECAUSE ~

4 . . . . . It is the only smart fashion magazine which publishes fiction . . . . and it is fiction which reflects the social life of the *Harper's Bazar* reader by such masters of their craft as Michael Arlen, William J. Locke, Cosmo Hamilton, Arthur Somers Roche and many others.

**Harper's Bazar**

2/- IN LONDON

50c

10/- IN PARIS

tician looking through a lens. The illustration was adapted by the company to full, half and quarter-page advertisements, and in each of these advertisements the same copy was used, word for word. The company then asked each jobber to use the advertisements, in the size which he preferred.

"This campaign presented several interesting phases," says C. F. Propson, manager of the sales promotion department of the company. "The central figure of the lens surmounted by the man looking through a smaller lens has been used throughout the campaign. The word 'Now' has been emphasized in each advertisement to give a sense of immediate availability which has often been lacking in announcements of new products in the optical trade.

"Every wholesaler's advertisement reads alike, the idea being to get a big smash of repetition value rather than a scattered impression which might have been the result if we had attempted to supply different illustrations, different copy and a different lay-out for every one of our distributor's advertisements. We feel that the standardized copy presenting a uniform front has made a much better impression than diversified copy would have. In addition to this, we have been saved considerable production time and an unknown amount of grief from complaints about this, that or the other thing. Of course, we have had a few complaints about the 'stiffness and monotony' of the campaign, but they were surprisingly few."

It is necessary for the company to be very careful, at this time, to avoid any appearance of forcing consumer demand. It does not want the oculists, optometrists and dispensing opticians to feel that the lens is being rammed down their throat. When it is sure that these professional men are thoroughly sold on the trade-mark and find that it has helped them sell their services to consumers, the company may embark on an extensive campaign to consumers.

The Bausch & Lomb campaign

has several interesting angles. First, is, of course, the trademarking of a product that presented seemingly insurmountable obstacles. Second, is the unusual problem of selling a trade-marked product through professional channels. Third, comes the method used by the company in its business-paper advertising in furnishing each jobber the same type of advertisement in order to get the effect of forceful repetition.

### Richmond Agency Adds New Members

The Freeman Advertising Agency, Richmond, Va., has admitted Raymond C. Hall and J. Errett Hall into membership. Raymond Hall for a number of years was with the Daprich Agency and later was Southern representative of N. W. Ayer & Son. J. Errett Hall has been with the Freeman agency for eleven years and now becomes secretary and will have charge of the production department.

### H. M. Goddard Joins San Francisco "Call and Post"

Horace M. Goddard, formerly president of Goddard and Staff, Inc., New York advertising agency, has been appointed advertising director of the San Francisco *Call and Post*. He was at one time with the Chicago *Post* and the New Orleans *Item*.

### Canadian Campaign for DeForest Radio

A sales promotion and advertising campaign for the DeForest Radio Corporation Ltd., Toronto, is being planned. R. C. Smith & Son Ltd., advertising agency, Toronto, will direct this campaign.

### New Account for Charles C. Green Agency

Edward B. Smith & Company, Philadelphia bankers, have appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., as their advertising counsel. Newspapers and financial publications will be used.

### Prune and Apricot Growers Appoint General Manager

J. Parker has been appointed general manager of the California Prune and Apricot Growers Association, San Jose, Calif. He was formerly manager of the San Jose Chamber of Commerce.

P. C. Thomson, formerly with the Winnipeg *Tribune* and the *Herald* Company, Montreal, has joined the Montreal office of the Consolidated Press Ltd., Toronto.

# The Score at the End of the Fifth

**D**URING the first five months of 1925 the Chicago Evening American GAINED 305,302 lines of total display advertising over the same period of 1924.

The Chicago Daily News LOST 41,769 lines.

The Chicago Evening American ALONE gained more total display advertising than all of the other five daily papers COMBINED.

In local display advertising the Chicago Evening American GAINED 141,847 lines.

The Chicago Daily News LOST 123,521 lines.

Proving once again that the trend of the times is toward the

**CHICAGO EVENING AMERICAN**

*A good newspaper*

Daily average net paid circulation for first five months of 1925 — 468,792

June 18, 1925

# A Great Market Through One



The Plain Dealer has the BUYERS

Of a total of 1895 national  
advertisers using Cleveland  
newspapers, 965 use the  
Plain Dealer ALONE.

***The Cleveland***  
**in Cleveland and Northern Ohio-ONE**

J. B. WOODWARD  
110 E. 42nd St.  
New York

WOODWARD & KELLY  
350 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

E.  
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can

E. J. B.  
Time  
Los

# Easily Reached Newspaper

This is the time when sales executives are planning their fall and winter campaigns. They are thinking of distribution in terms of markets. They are spotting their worth-while markets. In them they plan to concentrate their major sales-efforts, coordinating sales and advertising with powerful effect.

Nowhere in this country is there a more propitious market than Northern Ohio in which to conduct such an aggressive campaign.

Here's a unified, stable market of 3,000,000 people. Sound balance is maintained between industry, commerce and agriculture. It's an area that is compact, easily reached, economically handled.

The Plain Dealer can help the manufacturer and seller of any product to determine his potential distribution anywhere in this Northern Ohio market. It is the ONLY newspaper that reaches or even taps the buying power of this whole great prosperous community.

Without it you cannot do justice to your advertising and selling program in this district. With it you have the most powerful lever for sales you can possibly buy in Northern Ohio.

# Plain Dealer

Medium ALONE ~ One Cost Will sell it

LLY  
Chicago  
reit  
R. J. BIDWELL CO.  
Times Building  
Los Angeles

R. J. BIDWELL CO.  
742 Market Street  
San Francisco, Cal.



**165,000 Daily  
380,000 Sunday**

FURNITURE advertisers choose The Los Angeles Examiner as FIRST, among ALL Los Angeles papers, to carry their messages. Theirs is primarily a HOME APPEAL. During May The Examiner's lead over the *other* morning paper in Furniture advertising was 26,180 lines, local and foreign.

*The greatest morning and Sunday circulation West of St. Louis*

**Los Angeles Examiner**

BROADWAY AND ELEVENTH, LOS ANGELES

T. C. HOFFMEYER  
Pacific Coast Representative  
571 Monadnock Bldg.  
Telephone Garfield 3858  
San Francisco

W. W. CHEW  
Eastern Representative  
1819 Broadway  
Telephone Columbus 8342  
New York City

WM. H. WILSON  
Western Representative  
915 Hearst Bldg.  
Telephone Main 5000  
Chicago

# Sales Managers Who Live in the Past

And Their Effect on Salesmen Who Live in the Present

By W. R. Heath

THE firm had lost five of its most progressive salesmen in a little less than three months. They were all young men who were "comers." Nor was this something new. It had become common rumor that "this was no place for a man under thirty."

One of the salesmen was interviewed on the subject.

"It's no use," he said, quite earnestly. "A young man can't get along with those people. Too many old roosters in the institution and every corner you turn you bump into them, from the sales manager to the factory departments.

"Mind you, I am not opposed to men older than myself in executive charge. But I do object to seasoned veterans in command who can't forget the methods and ideas of their own youth, and who attempt to apply them today.

"I got out because I couldn't get along with the sales manager. He is fifty-eight and competent. He knows that business from end to end and is a highly educated person. But he has one terrible weakness: in dealing with the younger fellows on the selling staff he insists that they follow a set of hide-bound rules which were in vogue when he first took the whip hand.

"Most of those ideas and rules are probably all right. But some of them are miserably behind the times. That sales manager is living continuously in the past. And, believe me, that irritates a young salesman with ambition.

"My territory was in Georgia. I came back from my last trip rather enthusiastic, and found that the sales manager had some specific instructions to give me. I took exception to several of his ideas. 'Mr. R.', I said, 'that sort of thing won't go for a minute in the South today. It might have

been well enough twenty-five years ago, but not today. I couldn't get an order anywhere if I tried it.'

"People do not change: human nature doesn't change," he came right back at me. "It would be just as well for you to listen to a man older than yourself who has been in this business all his life."

"But I do not agree with what you say," I contended. "It is opposed to my own thoughts and experience. I simply can't operate with a part of you grafted onto me. It would be the worst possible handicap. So long as I get results, why should you insist upon telling me every step of the way?"

"Because," was his answer, "there must be some head, some directing policy. Each salesman can't be an independent and self-sufficient body unto himself. This is an organization: it is not a series of separate units, each one following its own dictates. You are not complaining about me, you are up in arms against any kind of restraint or discipline, that's all."

## AN ANTIQUE IDEA

"But this was far from the truth. I will give you an example of one of his ideas of selling in the South: he wanted me to use that pat-the-man-on-the-back plan. I was to fraternize with these Southerners and be very 'human,' and every time I saw a man's son or daughter I was to go into ecstasies over them. It was 'good stage direction' in making a sale. 'I used it in that same territory when I was your age,' explained the sales manager, 'and it worked. They like it. They eat it up. You fellows in this generation are too cold, too formal, too mechanical.'

"Now I know my South as it exists today, and I am sure that no such soft-soaping would go

for a second. People detect that it is false and an affectation. The most satisfactory sale is the one which is made on its merits, and I think that applies to any section of the country. There was a time, I suppose, years ago, when every salesman had to be an actor, but it certainly is not true now.

"This sales manager of ours was a perfect 'bug' on other obsolete ideas, and he was absolutely insistent upon having these ideas of his carried out, whether the salesman sympathized with them or not. As I see it, this is the wrong way to handle young men who display any sort of personal vision and incentive.

"Every time I went out to sell, I felt that I was using his personality, his basic plans and talk. My own self was submerged, and dormant. What was worse, I soon lost confidence in his ability. While right in a great many instances, he was dangerously wrong in many others.

#### THEY WERE HYPNOTIZED

"Some of my associates were so steeped in his ancient traditions that they actually lost the powers of personal operation. They were, in a sense, hypnotized. A central control governed their every action. They would come out from under it, at the end of a season, as someone recovering from a trance. Young men were seeing through the eyes of an executive of almost sixty. And this executive had not been over any of the territory for almost twenty years. He was unfamiliar with the new generation and we all knew it perfectly well.

"Of the eleven executive heads, nine of them were old men. This stubborn unwillingness to admit that times and people and conditions change was responsible for backwardness in several of our lines. They were not permitted to grow up with the hour and with popular current demand.

"I have seen a young salesman return from the road and go in for a conference with both the sales manager and the general manager: 'Mr. H., I would advise brightening up the packages in

this No. 3 group of ours,' he would suggest. 'Our competitors are putting out beautiful new containers and the dealers are falling for them. We should revise and pretty-up this line.'

"'Nonsense,' would be the curt response. 'We have our traditions to uphold. We make the quality product and every dealer is aware of the fact. Why should all of the package identity of five generations of manufacturing be lost just because a salesman hasn't the push and hustle to sell? Are you selling labels and containers, or are you selling our house and what it stands for and has always stood for? The trouble is with you, young man, not with the goods.'

"And that's how much satisfaction any of us ever got. It was like going slam-bang up against a stone wall. I never appreciated until then how obdurate old folks can be when they do not stay young, industrially speaking. Nothing is more discouraging to a young salesman than to be constantly reminded of his youth and to be told, in so many words, that he is a mere infant. It takes the heart out of him. I know it happened that way to me.

"About a year ago, the present sales manager of the company was taken ill and a substitute man went in for three months. He came from a subsidiary firm and was not over thirty.

"You can't imagine the difference it made in the younger salesmen. It was as if a great and depressing load had been lifted off our shoulders. This man talked our language. He did not accept all of our suggestions, but he was always willing to listen to them and he was never discouraging or short or arbitrary.

"Our morale went up as if somebody had tied a dirigible to it. And what records we did pile up! Then, back came the older man, with all his pessimism and gloom and grouch. Down we went again. The contrast was startling.

"For one thing, this old timer was not a believer in a salesman ever having a 'good time,' how-

# For Complete Blanketing of the Detroit Market

*Use The News Evening and Sunday*



Detroit is now an especially promising market for the national advertiser. Employment is at the highest point ever reached for this season of the year and the evening and Sunday issues of The Detroit News together offer a complete coverage of a rich field unequalled for any other city of Detroit's size.

Advertisers using the evening issues of The Detroit News because they reach the homes when the family can act as a unit and is therefore more susceptible to the advertising appeal have found The Sunday News particularly resultful for the same reason. This is especially true when Sunday News Rotogravure is used. The picture appeal of Rotogravure has a repetition value that is unbeatable. The combination of week day evening schedules with Sunday Rotogravure insures a complete blanketing that is unattainable by any other method. The picture appeal repeats the week day evening message in a new light that can not help but complete the sale.

## The Detroit News

*Greatest Circulation, Week Day or Sunday, in Michigan.*

---

ever innocent it might be. His idea was that every second a man was on the road he should be either getting business or thinking up new ways to get it. If he had an hour or so at his hotel, after the day's grind, he should be writing in to the office, or planning the next day's job.

"I do not think this is altogether the new idea. A little relaxation is indispensable.

"In almost every problem of selling, this manager saw through the eyes of what used to be. He would get a bunch of us and talk for hours about what he did in the old days, and how he sold and what his methods were.

"Someone would speak up and remark: 'That might have been true, and all right, twenty-five years ago, but conditions have changed. Those ideas would not work today.'

"Whereupon he would rant and storm and grumble and growl, as if we were so many babies tumbling out of our cribs. We would corner him and it would make no difference. He always had some way to crawl out.

"If a young salesman is to be made worth his salt, if he is to become a star, he must be encouraged in developing his own ideas and those ideas can come only from his contacts with the hour, with modern methods and people."

#### Appoint Kimball-Mogensen

The Kimball-Mogensen Company, publishers' representative, has been appointed national advertising representative of the Albany, Oreg., *Democrat-Herald*.

The Marshfield, Oreg., *Coos Bay Times*, has also appointed the Kimball-Mogensen Company as its national advertising representative, effective July 1.

#### J. A. Moore with White Agency

J. A. Moore, for the last five years with the La Salle Extension University sales and promotion department, has joined the White Advertising Agency, Grand Rapids, Mich., as space buyer and contact man.

#### R. M. Silvester Joins "Success"

Richard M. Silvester has joined the advertising staff of *Success*, New York. He was formerly with *Columbia*.

#### Grocers to Promote Sale of Advertised Coffees

THE practice of recommending bulk coffees was discounted by the grocers section of the Nebraska Federation of Retailers at its annual convention. A resolution was adopted urging members to discourage the sale of bulk coffee and to promote the sale of package coffees of known brands.

In the resolution it was stated that the average consumer has a very limited knowledge of coffee. The profits on bulk coffee are much in question as bulk coffees are used usually as leaders to cut prices and when sold in large quantities they rapidly deteriorate in value, much to the detriment of the coffee business.

On the other hand, packaged coffees of known quality are fresher when the consumer receives them and quality and price are more uniform. After comparing the disadvantages of bulk coffees with the advantages of advertised brands, the resolution draws the conclusion that advertised coffees stabilize demand, win the confidence of consumers and, accordingly, always assure a profit to the retailer.

The resolution urges that the retail grocers of Nebraska discontinue the practice of recommending bulk coffee and start a campaign to educate consumers to use advertised package coffees which are for sale only by regular retail grocery stores.

#### L. R. Taylor with Morgan Sash & Door Company

Louis R. Taylor has been appointed director of advertising and sales promotion of the Morgan Sash & Door Company, Chicago. He was formerly advertising manager of Wilson Brothers, Chicago, manufacturers of men's furnishings.

#### Golf Magazine Appointments

*Fairways of New England*, Boston, has appointed H. I. Tushins advertising manager. Constantine & Jackson, publishers' representatives, New York, have been appointed national advertising representatives.

# *The Greatest Gain in the New York Evening Field*

IN April and May, THE EVENING WORLD registered greater gains in volume of advertising carried than any other paper in the New York evening field. Only one other New York paper (a morning newspaper formed by a merger of two properties) surpassed its total gains.

The figures for the field are as follows:

## **Evening Newspapers (April and May)**

	Lineage Gain	Loss
THE EVENING WORLD	161,332	—
Second Evening Paper	96,476	—
Third Evening Paper	21,718	—
Fourth Evening Paper	6,280	—
Fifth Evening Paper	—	429,844

# *The Evening World*

Pulitzer Building, New York

MALLERS BUILDING GENERAL MOTORS BUILDING  
CHICAGO DETROIT

TITLE INSURANCE BUILDING  
LOS ANGELES

SECURITIES BUILDING  
SEATTLE

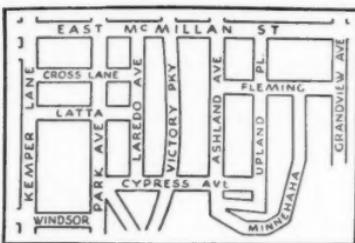
CHANCERY BUILDING  
SAN FRANCISCO





In this section of Walnut Hills are 176 residence buildings. Here, 197 Enquirers are delivered each day.

**N.B.** This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.



I. A. KLEIN  
New York  
Chicago

R. J. BIDWELL CO.  
San Francisco  
Los Angeles

**THE CINCINNATI**  
"Goes to the home,

# Mrs. Walnut Hills

*... daughter of pioneers*

One day, about a century ago, the belle of the city left her East Fourth Street home for a honeymoon cabin built by her pioneer husband in a clearing "far out on the hill."

Today, almost on the spot of that clearing, stands the home of Mrs. Walnut Hills IV. It is a big home where guests gather often—a hospitable home, a "leadership" home.

For Mrs. Walnut Hills, like her ancestors, is a leader. The Woman's Club claims much of her time; the sick and unfortunate watch for her coming; in politics, hers is an important voice.

With so many outside activities, it is a wonder Mrs. Walnut Hills has time for her home. Yet she is an ideal mother, a model homemaker. Her husband says she is a "clever manager"—she knows what and where to buy.

Just where does she buy? Only Mrs. Walnut Hills' check-book can tell you. But you may get a hint from the advertisements in her favorite newspaper. For Mrs. Walnut Hills, too, is a Daily Enquirer reader—to the 5,548 residence buildings in her community, 4,017 Enquirers are delivered each day.

A "first" suburb, covered by a "first" newspaper! Could there be a better combination, Mr. Advertiser, for business-getting purposes?



**ENQUIRER**  
*stays in the home"*

We like to work  
for clients who  
value our good  
judgment as much  
as we do theirs.

**McJunkin  
Advertising Company**

*Dominant Idea Advertising*  
Outdoor • Newspaper • Magazine  
5 South Wabash Avenue, Chicago

# Insurance Is Changing Its Attitude Toward Advertising

A Business That Once Looked Condescendingly upon Advertising Is Now of an Inquiring Mind

A MOST interesting and curious transformation of an industry's attitude toward advertising is taking place. We refer to the insurance field. All types of insurance—life, fire, casualty and surety.

For many years, the insurance business has looked with great condescension upon advertising. Executive heads of companies and the important agents of companies have reflected that attitude. The few insurance companies which advertised could be counted on the fingers of one hand.

"Ten years ago," says an insurance journalist, "insurance advertising consisted of a business card carrying data that had been out of date for several years." Contrast such copy with that now to be seen in the advertising of the Metropolitan, Phoenix, Hartford Fire, or Provident Mutual Life Insurance Company.

"Seven years ago, life insurance companies spent the sum of \$58,863 for space in a certain type of national advertising medium," says Leon A. Soper of the Phoenix Mutual Life Insurance Company. In 1925 life insurance companies spent \$1,047,131 in the same type of national mediums.

These are outward signs of the changed attitude that the insurance business has taken toward advertising. They were supplied in addresses made at the annual meeting of the Insurance Advertising Conference held in Briarcliff, N.Y., last week.

The conference itself, however, is the surest and most certain indication of the fact that the insurance business is changing its view on the subject of advertising. Here is an organization of men and women, interested in advertising the business from which their livelihood comes, who have banded together in order to learn how to advertise. Up to that point simi-

larities may be found between it and other associations. The Public Utilities Advertising Association and the Paint and Varnish Advertising Managers Conference are examples. But this insurance association has, in addition to the objective of learning how to advertise, the task of selling its own business on the value of advertising. Its membership has been at those two jobs for three years.

During this time, its plan of procedure has been to put its own house in order by developing to the full all advertising possibilities which have been overlooked, and, secondly, to endeavor to use advertising as a part of merchandising.

Insurance companies have long used great quantities of printed matter. Premium notices, premium receipts and statements to policy-holders that originate in different departments of the business have long been sent out without any utilization of their advertising possibilities.

The meeting at Briarcliff showed that endeavor is being made to get full advertising advantage out of all such printed matter. It also showed that at the same time endeavor is being made to prevent unnecessary waste in printed matter. Insurance agents, it is said, have the weakness of endeavoring to please the president of an insurance company by requesting large amounts of printed materials which they have no intention of using. One advertising manager who had given study to this situation remarked that he believed he could establish a profitable business as a wastepaper house, solely from supplies bought from insurance agents.

Practical plans which check this abuse were discussed. Arthur H. Reddall saves money for the company of which he is advertising manager, the Equitable Life, by

the following plan: He limits an agent's supply to an amount sufficient to last for three months. His company's auditors on their visit to an agent check up the printed matter on hand in the agent's office and send him a report on the checking. John W. Longnecker of the Hartford Fire Insurance Company prevents waste by checking an agent's request for printed material against the amount of business coming in from that agent's territory.

A second aspect of this conference, namely, a desire on the part of insurance men interested in advertising to use advertising as a part of merchandising, has already been indicated.

It is such an understanding of advertising that is having great influence in bringing about the changed attitude of the insurance business toward advertising.

For years, the contention of the heads of most insurance companies has been that the company itself could not advertise. The inevitable reply of an insurance company president, if he admitted that advertising had any value, was that it was up to the agent to buy his own advertising. The reason for such a reply was generally ascribed to the feeling that the commission allowed to an insurance agent was of sufficient size to permit him to buy advertising and to preclude the possibility of such an expenditure by the company.

It was evident at this conference that the attitude is now recognized as being injurious to the best interests of any individual company as well as the entire insurance business. An understanding of advertising as part of merchandising is changing this viewpoint. Such an understanding has pointed out that the policy of putting all of the advertising burden on the agent disrupts and individualizes the distribution system of an insurance company.

The reverse of this picture and the one which is now being seen is this: Insurance has a wonderful retail distribution system. This system can be unified by advertising. An insurance company which has advertised its way into the

consciousness of the masses can really refer to an "agency" as a "franchise." One fire insurance company, because of seventeen years of national advertising, is virtually in that position today.

An equally important force which is responsible for this attitude is the insurance agent himself. A new type of insurance agent is appearing, who understands advertising and uses it in his own business.

The insurance agent, who knows and uses advertising, soon realizes the necessity of selling the whole subject of insurance in his copy. When he realizes this fact, he objects to an attitude on the part of the home office which saddles the whole advertising load on him and rightfully demands that the company itself make use of educational copy.

The greatest progress in the use of advertising to back up the agent's work has been shown in the life insurance field. Casualty, fire and surety lag behind. The Phoenix Mutual Life Insurance Company, for example, understands this situation, as an address by Leon A. Soper of that company showed. The Phoenix is now engaged in a national advertising campaign financed jointly by the company and its agents. This company's agents accept a lower rate of commission in order to finance such advertising in the belief that eventually their total income will be greater.

A realization that other branches of insurance are lagging behind life insurance in the use and appreciation of advertising was evident in an address made by F. Highland Burns, president of the Maryland Casualty Company of Baltimore.

Mr. Burns commented on the great growth which had been experienced by casualty insurance companies, and then said:

"But the growth would have been greater, in my opinion, with advertising. Even if the growth had been no greater, the feeling of the public toward the casualty and surety business would have been friendlier.

"Conditions and sentiment are

The Times-Picayune is the only New Orleans paper which supplies advertisers with authenticated figures of its home delivered city circulation

changing. The fact that the Insurance Advertising Conference is organized, functioning and growing and has twenty-nine casualty companies represented in its membership through its advertising managers, is proof of a changing attitude."

From this point, he showed that he, as a president of an insurance company, is fully aware of this changing attitude of insurance companies toward advertising. Then, in conclusion, he also showed that other executive heads of casualty insurance companies were becoming advertising-minded by indicating that the possibilities of co-operative advertising are being considered by casualty and surety insurance companies. His remarks on this score were:

"Last December at a meeting of the large majority of the prominent stock, casualty and surety companies a committee was appointed to consider the question of an organization to take charge of the public relations of the casualty and surety companies. This committee has been at work for the last five months, and will meet next week for the purpose of drawing up its final report to the companies. The speaker has the honor to be chairman of this committee; but I do not feel at liberty to say to you what will be in this report as the companies have not yet received it. I can say to you, however, without betraying any confidence, that as a part of this work, many of the companies are in favor of a general advertising campaign of the stock companies jointly, addressed to the public, with the idea of impressing the public with the extent of the business and what the companies are trying to do. This idea is also looked upon favorably by some of the large fire companies."

Strong recommendations that life insurance companies give great consideration to co-operative advertising were made in an address by John A. Price, an invited speaker, who directs the advertising of several Pittsburgh banks and of the Edward A. Woods Insurance Agency of Pittsburgh, reputed to be the greatest volume-

producing insurance agency in the world. The major portion of Mr. Price's remarks on this subject will be found elsewhere in this issue of *PRINTERS' INK*.

Edward A. Collins of the National Surety Company, who presided at all of the sessions of the convention, was unanimously re-elected president of the conference. E. L. Sullivan, of the Home Insurance Company, was elected vice-president, and L. F. Tillinghast, of the National Surety Company, was elected secretary-treasurer.

Chauncey S. S. Miller, of the North British & Mercantile, was re-elected to represent the organization on the National Advertising Commission of the Associated Advertising Clubs of the World. The other representatives of the conference on the National Commission are: Clifford Elvins of Imperial Life, and Leon A. Soper of the Phoenix Mutual Life Insurance Company.

The foregoing members of the conference together with nine other members constitute an executive committee. The other nine members are:

Clarence A. Palmer, Insurance Co. of North America; John G. Mays, Royal Indemnity Co. of N. Y.; Warren W. Ellis, Commercial Union, New York; Arthur H. Reddall, Equitable Life; John W. Longnecker, Hartford Fire Insurance Company; Benjamin N. Mills, Bankers Life Insurance Co.; Clark J. Fitzpatrick, United States Fidelity & Guarantee Co.; Eustace A. Brock, Great West Life Insurance Co., and Luther B. Little, Metropolitan Life Insurance Company.

#### New Account for The Biow Company, Inc.

The Yale Electric Corporation, New York, manufacturer of flashlights, Mono-Cells, radio batteries, etc., has placed its advertising account with the Biow Company, Inc., New York advertising agency. Plans call for the use of magazines.

#### Frank A. Munsey Honored

The honorary degree of Doctor of Laws was conferred upon Frank A. Munsey by New York University at its annual commencement exercises.

# What Reid, Murdoch found out about BOSTON . . . .

## IMPORTERS

OFFICERS.  
 H. M. ARMSTRONG, President  
 S. P. STEVENS, Vice President  
 JOHN H. MARION, Vice President  
 J. H. PEARSON, Treasurer  
 E. G. WIDMANN, Secretary  
 G. C. LEFFINGWELL, Assistant Secretary

## MANUFACTURERS



## COFFEE ROASTERS

DIRECTORS:  
 J. J. O'ANLON  
 S. P. STEVENS  
 H. M. ARMSTRONG  
 JOHN H. MARION  
 J. H. PEARSON  
 G. C. LEFFINGWELL  
 E. G. WIDMANN  
 W. C. MORRILE

## REID, MURDOCH & CO.

SUCCESSORS TO  
**WILLIAM M. FLANDERS CO.**  
 175 ALBANY ST., CAMBRIDGE STATION  
 BOSTON, MASS.

May 9, 1925

The Boston Herald-Traveler,  
 Boston,  
 Massachusetts.

Gentlemen:-

We wish to express our appreciation to you for your whole-hearted support in making our recent advertising campaign conducted exclusively in the Sunday Herald and Herald-Traveler, a great success.

Over five thousand of New England's most progressive grocers are now carrying Monarch Food Products. The Herald-Traveler merchandising co-operation and advertising helped us greatly in securing hundreds of new distributors.

Everywhere we went in New England we found the independent retail grocer keenly interested in the fine work you have been doing in your Better Homes Bureau Test Kitchen, and this medium was of great assistance to us in demonstrating to the New England Housewife the superiority of Monarch Food Products.

Very truly yours,

REID, MURDOCH & CO.,

*W. B. Nelson*  
 New England Manager



THE BOSTON HERALD - TRAVELER

## *Well enough is not good enough* for MUSICAL INSTRUMENTS

**A**DVERTISING can create desire or develop appreciation, but it cannot put money in a man's pocket.

When pianos and phonographs were rarities in homes, music for art's sake was well enough; but when it came to selling musical instruments in volume at a profit, well enough was not good enough.

Then it was that musical instrument houses began to stress *art* less and *merchandise* more and selected their advertising mediums because of selling power instead of volume of musical criticism.

*For example:*



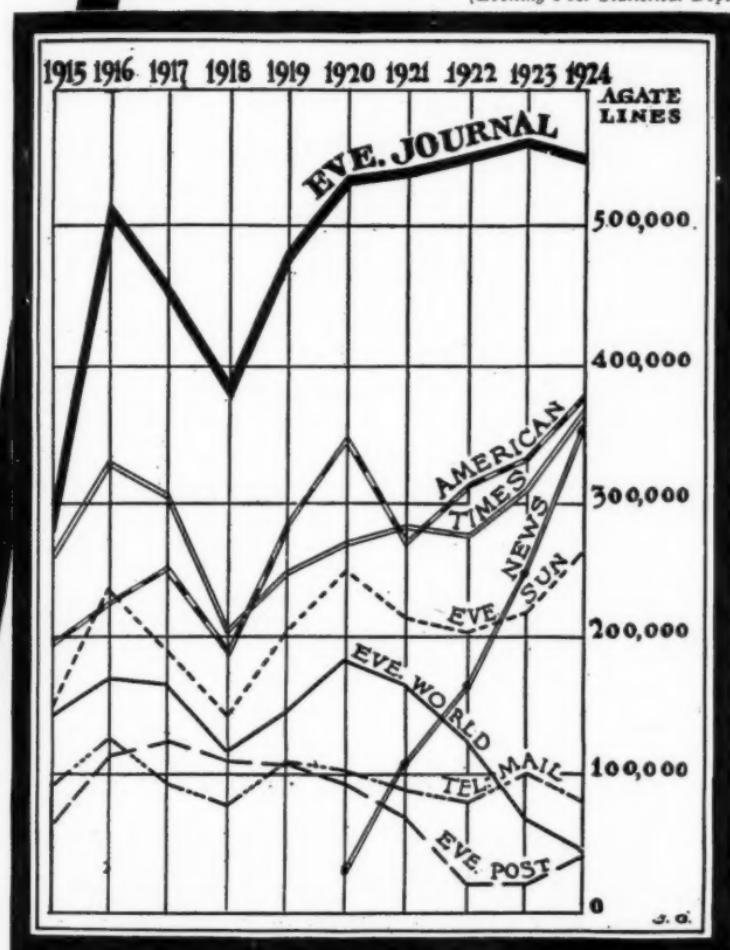
For more than ten years the EVENING JOURNAL has published more Musical Instrument advertising than any paper in New York—morning, evening or Sunday.



# NEW YORK EV

*Largest evening circulation  
in America*

*How Musical Instrument Houses  
Bought Space in New York Papers  
for the Last Ten Years.*  
(Evening Post Statistical Dept.)



All Evening Papers Shown and Three Leading 7-Day Papers

**K EVENING JOURNAL**

in America—and at 3c a copy

# LAST CHANCE!

THE August number will be the last in which space can be had at \$2.60 the line or \$1,450 per page of 680 lines.

The Household Journal is a thirty-year-old publication circulating principally in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska and having the Lowest Rate in proportion to circulation of any paper in its class!

**700,000  
PAID MAIL  
CIRCULATION**

Beginning with the September, 1925, issue, \$1,550 a page, \$1,700 for back cover in colors.

Forms close promptly 5th of preceding month

## *The* **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.*

Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers  
Bell Building, 307 Michigan Blvd.  
Central 0937

New York Office

A. H. Greener, Manager  
116 W. 39th St.  
Room 634

# A Frame for the Picture

Solving the Always Puzzling Problem of How to Enclose Illustrations in Interesting, Unusual and Appropriate Settings

**F**INDING an appropriate frame for an illustration is a perpetual problem. There is always the danger of falling into forms which are too conventional, such as circles, squares, and the more traditional mortises.

The problem concerns itself less with decorative ideas, and art borders, than with the actual shape of the mortise, although an absolutely conventional form may take on unusual attributes of appropriate charm.

Here is a concrete example of this: In advertising plate glass, for window purposes, the Plate Glass Manufacturers of America selected an obvious but a decidedly appropriate frame idea for all illustrations. In other words, such scenes as are presented are actually framed in the four straight lines of windows. It is just what you would see if you looked through any window in any average home.

The glass, being transparent, does not in any wise detract from the scenes which appear beyond it, while the limited amount of window woodwork forms sufficient contrast to "set off" the pictorial themes.

It is not until a series of this kind has been continued for quite a while, that the real virtues of the basic layout idea are impressed upon an advertiser. He learns, among other things, that so simple an expedient of art as framing all illustrations in a natural setting of this sort really constitutes all that is necessary to provide the greatly-to-be-desired quality of family resemblance.

In picturing its product, the advertising for Hayes wheels uses a different art motif which offers just as many interesting opportunities. By making dealer windows the frame and picturing different views of the wheels, on cars and off, a thoroughly practical layout theme is arrived at and one which may be used, if desir-

able, throughout an entire campaign.

It will be observed that in the examples cited, ornate and highly decorative borders, or simpler



## Bring the garden inside the house

The perfect clarity of Plate Glass makes the environment of a house part of the interior scene. The beauty of colors of flowers and the play of sunlight on trees and vines are brought into every room in the house. The surfaces of the highly polished surfaces reflect light and shadows with a fidelity and brilliancy impossible to ordinary window glass. Plate Glass literally transforms the appearance of the house inside and out.



The cost of glazing a house with Plate Glass is not more than one per cent of the total cost of the house. Through increased efficiency of value, and in increasing satisfaction and pleasure to the owner, Plate Glass returns far more than the original cost.

Whether you design a large or small house, specify Plate Glass. Comparative estimates will quickly tell the story.

*Plate Glass Manufacturers of America*

## THE FRAME FOR THIS PICTURE ENHANCES ITS ATTRACTIVENESS AND TIES UP WITH THE PRODUCT

forms, which may mean little or nothing, give way to frames which are entirely apropos, having a close connection to the articles advertised. In this lies their real strength.

Western Electric, in a recent advertisement, had a rather intricate story to relate. Since it was largely technical, the company wanted it in as interesting language as possible. It is necessary to quote from the copy in order to indicate the pictorial problem. Here are a few lines.

Another Alice in Wonderland. In search of new adventure Alice stepped through the magnifying glass and found herself in the wonderland of telephone making. Here, at the great telephone factory, things were coming to life. Little things, that she never could see

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before. Little distances, like one one-thousandth part of an inch, that she didn't know were worth bothering about, now became immensely big and proud and important. And why not? These little bits of things are treated with such great respect and care at the telephone factory.

And this conglomeration of statistical data, such as the fact that a pound of paper is pulled out 200 miles long, to one-sixth of a hair's thickness to make the filament in a lamp, or that "999,999 parts of air rush out, in the manufacture of a switchboard lamp, leaving one little fellow behind—almost a perfect vacuum," is all illustrated with individual pictures which are framed in a giant magnifying glass. It is made all the more attractive by the introduction of a picture of Alice herself, in the act of stepping into the magic glass.

In Music Master layouts, the animated pictorial features are framed always in the mouth of the loud speaker itself, and the dark mouth of the instrument provides admirable contrast. The living scenes come to life where they should take form.

There is wisdom in the idea adopted by Californians, Inc., whereby the map of this State is made to form a natural background and frame for all illustrative ideas.

When the Union Pacific decided to advertise in newspapers, telling the marvels of Zion National Park, it was perfectly natural to seek some central theme around which the series could be constructed. A sentence from the copy of one advertisement suggested the idea. It read: "Here in Southern Utah, are flaming canyons and jeweled amphitheatres painted in incredible colors by sun-magic and the wizardry of wind and water."

An artist's palette immediately occurred to this advertiser, brushes thrust through, and on its surface emblazoned the phrase: "The Color Palette of the Continent." This automatically provided, at the same time, a natural frame for illustrations, for there was liberal space in which to picture the many scenic masterpieces

of Zion Park. It was a frame with genuine significance.

The first advertising campaign for a line of beauty articles to use an exquisite hand mirror as the frame for all illustrative features, capitalized on an exceptionally appropriate idea.

A series for a steamship line that remains unforgettable through the years, framed all of its scenes of boats and of alluring foreign ports, in portholes of a ship. This idea soon gave the campaign desired continuity.

Too often, the temptation is to think of borders as mere lines, mere forms and shapes, mere artistic contrivances of period decoration. It is not remembered that the frame can be a vital part of the main illustration and intimately linked with it.

A maker of very fine lace curtains did not think of making the actual product the frame for his illustrations until many campaigns had been run. By draping the curtains artistically, and staging animated scenes behind them, an ideal series was designed.

And a series for a window screen house has followed the same plan with great success. In other words, the central and figure scenes are invariably shown through the screen, and there is just enough missing to make the design all the more attractive. An added "something" of visual interest is supplied.

#### HOW EFFECTS ARE SECURED

How are such effects secured? There are two methods, because there are two different mediums. Where the entire illustration is photographic, the problem is not difficult. An actual screen is placed in shadow, while the scene beyond is in brilliant light. One negative suffices, coupled with a little retouching of mechanical parts.

But where an original drawing is necessary, either wash or in line, the problem is by no means as easy. In wash, the artist first makes his main drawing, perfect in every detail, and designed as if there were to be no intervening

BACON wrote the  
Greatest sermon ever  
Written—  
In three words!

“Knowledge is power!”

A brochure,  
Just off the press,  
Entitled  
“*Let's see, what  
Do we mean  
By coverage?*”

Tells everything  
You ought to know  
About the  
American Weekly Magazine.

*Send for your copy!*



# The American Weekly

A. J. KOBLER, Mgr.

9 East 40th St., New York

THE AMERICAN WEEKLY is distributed with the  
following Sunday Newspapers:

New York—American	Chicago—Herald and Examiner
Boston—Advertiser	Seattle—Post-Intelligencer
Washington—Herald	San Francisco—Examiner
Atlanta—American	Los Angeles—Examiner
Syracuse—American	Fort Worth—Record
Rochester—American	Baltimore—American
Detroit—Times	San Antonio—Light
Milwaukee—Sunday Sentinel & Telegram	

“If you want to see the color of their money—use ‘color’.” A.J.K.

texture. Then a mechanical artist draws the screen or curtain or whatever it may be, over the surface of the first illustration.

If the major design is dark, then the lighter pattern, such as the lace of curtains, is executed in white; if the human interest scene is delicate and sunlit, then the pattern is done in black. There is another way and it has been done in the case of fly-screen, and fencing, for example. A piece of the fabric is placed in front of the artist's drawing, and a photograph is made of both.

An equally "pat" campaign was designed for windshields. For a year, the advertiser talked to motorists concerning the sorts of roadbeds they could see as they were driving. It was what spread out before the car owner, while he was at the wheel, that counted most in all the copy arguments. And the series of road studies were always framed in the windshields of motor cars. These studies would hardly have been so effective if they had been framed merely in straight lines, in circles or ovals or the conventional decorative border.

An advertiser, in building a series of layouts, has certain definite objectives in the matter of framing his pictorial features. He can vignette them, with no attempt at a border. He can place them in some simple shape, with a rule around. He can place them in the midst of many decorative themes. He can make no effort to secure a border effect whatsoever.

But it often happens that the border helps to provide continuity and finish. Why not, then, a frame which shall be a very practical part of the illustration itself?

Here are a number of practical suggestions as to how this has been done and with splendid results, and in every instance, a camera made both the main illustration and the frame at the same time and with one exposure, and the finished result required no additional art work of any kind:

A series of views of automobiles, taken through porticos,

doors and various ornate entrance-ways.

A series in which the camera was placed directly in the rear door of an observation car, and scenery "caught," through it, and over the platform rail.

For a concern manufacturing handsome frames for doors, models were placed upright, at advantageous places, and beautiful home scenes photographed with the frames as a natural border.

A campaign for mirrors, with reflected scenes actually showing in these polished surfaces. Some of these were legitimate, being posed in this unusual way, while others were a combination of inserted photographs and the mirror frames.

For a manufacturer of camera lenses: scenes mirrored in their surfaces, enlarged considerably.

For timber: magic pictorial effects framed in oak and cedar trees in their natural state. The drapery of leaves added much to the charm of this series, with intermittent glimpses of fine homes in the distance, partly screened from view by the trees.

Trade-paper series for a bridge-building concern, whereby the bridges, from photographs, were made to form graceful frames for scenery beyond.

Tires: panoramas of interest pictured through the wheels.

By taking direct, look-down views of rugs, characters and furniture were included, while the rugs, when silhouetted, made borders for the entire illustration.

A series of travelogues of the West, with scenes shown always through Pullman car windows. (In order to produce this campaign, a model window was built for the purpose, and the photographer took it along with him, while he toured the territory, employing it as a frame, through which his exposures were made.)

Ribbons draped, with costumed figures visioned beyond.

For a heating plant: people shown in interior views, in cold homes, framed in solid cakes of ice.

Art glassware, transparent, with scenes showing through.

An advertiser of greenhouses,



## *Over 5 Million Dollars for WOMEN'S HOSE*

**spent annually by women readers  
of the JOURNAL-POST**

*[\$5,846,456.70 actually spent by our big reader  
family for women's hose in one year—\$2,595,-  
856.82 by our readers in Kansas City alone.]*

FROM six typical dealers in Kansas City, figures were obtained which showed that the average woman buys 12.3 pairs of hose a year, costing \$1.96 each, a total of \$24.23 annually.

*If you have hose to sell, here is a big market, out where a survey by The Nation's Business shows that business is better than the average.*

# Kansas City Journal-Post

VERREE & CONKLIN, Inc.

New York

Chicago

Kansas City

Detroit

San Francisco

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# VALUE AT

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## "CHEVROLET *Combines*—

in an unusual degree, beauty, power, comfort, sturdy construction and great economy—all the essentials that you could desire in an automobile."\*

## ALL-FICTION FIELD *Combines*—

large, national circulation with great economy—

all classes of readers in all parts of the country—

merchandising facilities with incomparable dealer influence—

intense reader interest with extreme loyalty—

all the essentials of a profitable advertising medium furnishing great trade influence and tremendous buying power.

\*Note. Quoted from a Chevrolet advertisement now appearing in the All-Fiction Field.

**2,575,000 Circulation**

# All-Fiction Field

*Magazines of Clean Fiction*

# LOW COST

**CHEVROLET**  
*for Economical Transportation*

The Touring \$525  
Deluxe Touring \$550  
The Sedan \$525  
Deluxe Sedan \$550  
The Coupe \$715  
Deluxe Coupe \$735  
The Coach \$735  
Deluxe Coach \$750

The Sedan \$825  
Deluxe Sedan \$850

**Quality at Low Cost**

Chevrolet combines, in an unusual degree, beauty, power, comfort, sturdy construction and great economy—all the essentials that you could desire in an automobile.

Powerful valve-in-head motor—dry plate disc clutch—extra strong rear axle with banjo

type housing—Duo finish in beautiful colors—handsome closed bodies by Fisher—all are features that you would expect to find only on high priced cars.

Chevrolet represents the highest type of quality car selling at a low price.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.  
Division of General Motors Corporation

*\$3,400 a Page*

# All-Fiction Field

*Read By Everybody—Everywhere*

so arranges sections of glass that they make the border for all illustrations.

A dream series, with filmy clouds made to suggest a confining mortise for picture themes.

Interesting character studies framed in the smoke from lighted cigars.

Aluminum ware, made to show, in its own reflections, kitchen scenes of an attractive character.

Phonograph records, holding in their black spiral markings, scenes from operas and popular musical themes.

A frame for a picture is always a handy thing. When the frame is appropriate, it becomes more than handy—it assumes added value that makes it highly desirable.

### Federated Growers Show Increase in Markets

The Federated Fruit and Vegetable Growers, New York, reports a 55 per cent increase in the number of markets reached in 1924, as compared with 1923. During the first year of its existence, it reached 772 markets in forty-six States and in 1924, which was its second year, it reached 1,196 markets in forty-seven States, through the sale of products of its member associations.

At the close of 1924, the organization was represented by its own employees or by bonded brokers in 197 markets.

### E. W. Flint with Doremus Agency

E. Willard Flint has joined the Boston office of Doremus & Company, advertising agency, as an account executive. For the last year he has been free lanceing in Boston and prior to that he was with the Wood, Putnam & Wood Company, Inc., and the P. F. O'Keefe Advertising Agency, both of that city.

### H. C. Klein Joins Criterion Photocraft

Henry C. Klein, formerly with Charles E. Waterman, New York photographer, has joined the sales staff of the Criterion Photocraft Company, commercial photographer, of that city.

### S. S. Howle Advanced by "Insurance Field"

S. S. Howle has been appointed production manager of the *Insurance Field*, Louisville, Ky. For the last three years he has been Southern manager with offices at Atlanta.

### Industrial Lighting Campaign to Start in August

An advertising campaign on industrial lighting will start about the middle of August and will be carried on until the spring of 1926, according to Joseph F. Becker, chairman of the Industrial Lighting Committee of the National Electric Light Association.

"The funds for this work, which will be spent for national and local advertising, together with field work in the demonstration and lecture field, have been subscribed by the manufacturing interests taking part in the campaign," says Mr. Becker.

One magazine will be used for the national campaign, backed up by advertisements in various industrial and trade publications. The local campaigns will be conducted by the local electric light associations, the advertising matter to be designed and issued by the committee.

A contest will be conducted for the communities participating in the campaign, to stimulate the local organizations.

### F. R. Chambers Heads Rogers Peet

Frank R. Chambers has been elected president of the Rogers Peet Company, New York, succeeding the late Charles W. Halsey. Mr. Chambers has been chairman of the board. He was one of the organizers of the company and also was the originator of the distinctive type of single column advertising which Rogers Peet has been using since 1880.

Phillips R. Turnbull, secretary and treasurer, has in addition been made a vice-president.

### General Motors Reports May Sales

The General Motors Corporation, New York, reports sales of 87,531 cars and trucks for the month of May. This compares with 84,715 cars and trucks for the same month in 1924. Sales for April, 1925, were 97,242.

These figures cover cars and trucks in the United States, Canada and overseas.

### New Accounts for Williams & Cunningham

The Cotta Transmission Corporation, manufacturer of Cotta transmissions for trucks and tractors, the Lipman Pump Works, and the Roseland Can & Wire Goods Company, all of Rockford, Ill., have placed their advertising accounts with Williams & Cunningham, Inc., Chicago advertising agency.

### Joins Reich & Lievre

Perry Epstein, for a number of years advertising manager of the San Francisco *Chronicle*, has been appointed advertising manager of Reich & Lievre, who operate a chain of specialty shops on the Pacific Coast.

# Colorgraphic Advertising REG. U. S. PAT. OFF. PACKAGE INSERTS



Colorgraphic  
PACKAGE INSERTS  
Mean maximum efficient  
circulation.  
Help sell NEW products  
and slow movers.  
Suggest new uses.  
Insure effective distribu-  
tion of sales literature.  
Secure requests for  
samples.  
Build mailing lists.  
Minimize substitution.  
Make repeat customers.

## Millions of Valuable Circulation

now being profitably used by the Bristol-Myers Co. because in every package of their well known product, Sal Hepatica, they pack the above insert selling the consumer their Ipana Tooth Paste through special introductory offer.

"Colorgraphic Advertising Pays"

**AMERICAN LITHOGRAPHIC CO.**

BALTIMORE  
BOSTON  
BUFFALO

NEW YORK

CHICAGO

CLEVELAND

KANSAS CITY  
PHILADELPHIA  
ST. LOUIS

# Colorgraphic

REG. U. S. PAT. OFF.



## American Tobacco Company

during recent campaign, used 75,000 of the above transparencies. Put on store windows by American Tobacco Company's field men, who reported that dealers readily accepted this effective advertising.

**AMERICAN**

BALTIMORE  
BOSTON

BUFFALO  
CHICAGO

"Colorgraphic" advertising

**LITHOGRAPH**

NEW YORK

# Transparencies

**COLORGRAPHIC TRANSPARENCIES are window signs especially made to permanently adhere to glass, and perfected by our 25 years of manufacturing experience**



**Brilliant, Fast Colors**—inks scientifically made in our own laboratories.

**Faithful reproduction** of faces and trade figures by lithographic experts.

**Most Transparent Sign**—only transparent paper and inks used.

**Easiest to apply**—simply wet glass—ask for Demonstration Test.

**Hardest to remove**—paper chemically treated and especially seasoned.

**Packed** in especially constructed ventilated containers for convenient storage and handling.

**Prompt deliveries**—made in our Buffalo Plant, specializing in the manufacture of transparencies for a quarter of a century.

**The first transparency made in the U. S. A.**—and the best sign of its kind today—“Colorgraphic” Transparencies.



ic advertising Pays”

**OGRAPHIC COMPANY**  
W YORK CLEVELAND KANSAS CITY PHILADELPHIA ST. LOUIS

# Colorgraphic Advertising REG. U. S. PAT. OFF. DIRECT-BY-MAIL

## Colorgraphic

### DIRECT-BY-MAIL Advertising

Stocks new dealers.  
Speeds up turnover.  
Strengthens weak sales  
spots.  
Reduces sales resistance.  
Secures dealer endorsement.  
Gets dealer good-will.  
Minimizes substitution.  
Creates consumer demand.  
Produces direct orders.



## Over 20 Million Pieces

of Direct-by-Mail per year are sent out by Crowell Publishing Co. They write us:

"One campaign (not produced by you) brought 4.4% return. The value of the average order was \$1.97. The Colorgraphic effort which you produced for us, offering the same general groups of magazines, to a similar list, brought 5.4% return, and the value of the average order was \$2.57."

"Colorgraphic Advertising Pays"

**AMERICAN LITHOGRAPHIC CO.**

BALTIMORE  
BOSTON  
BUFFALO

NEW YORK  
CHICAGO

CLEVELAND

KANSAS CITY  
PHILADELPHIA  
ST. LOUIS

# Pointers on Picking a Trial Market

It Pays to Take Many Factors into Consideration before Deciding

By Alfred Leslie

THE manufacturer of a certain food specialty lost a considerable amount of money a short time ago. His advertising copy was good. His selection of mediums was careful. His product was a good one.

The new specialty had first been tested in the owner's home. Then, a market analysis was made. While there was competition in the field, there seemed a good possibility that he could buy into it at a reasonable cost and by a consistent advertising and sales policy get up near the leaders in a comparatively short period of time.

Being a cautious individual, he decided that he would make a local test before spreading out. After considering several cities, he finally picked upon a small one, principally because he had spent several happy years there when he was a young man and the name and locality had, therefore, a certain romantic appeal to his otherwise businesslike mind.

In order to get some distribution in a hurry so that he could discover whether the product repeated quickly or not, he decided to make a special introductory offer of an extra case with every five-case order. The product sold at 25 cents. Some of the retailers maintained the price, some sold it at 23 cents and the only man who cut much below that offered it for sale at 20 cents. An advertising campaign of ordinary proportion was started after some 75 per cent distribution had been secured. He did not wish to put any extra pressure behind his campaign, so his sales force made little effort to get the retailer to display and push the new product.

The campaign worked out well. The product moved off the dealer's shelves with sufficient rapidity. When the consumer used it he liked it and came back for more.

The manufacturer was gratified. In fact, he was convinced that he

had a world-beater. He took a personal trip to the trial market, talked to retailers and some of his old friends there, and after a three months' period during which sales showed a gratifying increase and proved that repeat business was all that could be desired, he decided to jump immediately to a big city market.

Since his original introductory offer had worked out so well in a small city, he continued it in the metropolitan market. The same general style of copy which had proved successful in the trial territory was used in larger space. A crew of specialty salesmen went out and met with a friendly reception from the dealers. The merchants seemed particularly pleased with the offer of an extra case. The advertising started and the goods began to sell.

But, unfortunately, many of the dealers were different from their smaller-city brothers. They had seen trial offers before. They added the extra case to the stock they had paid him for, and started to sell the product for 20 cents. In no time at all, they were selling the product at two for a quarter and when the salesmen went around for re-orders they met a cool reception. A competitor was on the market with a larger free offer and dealers turned to it in flocks.

Picking the wrong trial market has stopped many manufacturers from expanding and building up large national sales on good merchandise. The object, of course, in a tryout campaign is not to secure quick sales but to make a test which will provide a fair average of results which will justify a manufacturer either in going ahead on his new idea, changing it to meet new conditions as they come up, or dropping it with as little loss as possible.

I know of one manufacturer who paid a crew of women to

ring door bells and sample housewives. But the territory picked was a very exclusive one where an average of two servants to each house made it almost impossible to see the woman who made the purchases. After a difficult few weeks in which the demonstrators were unable to place enough goods to pay their expenses, the manufacturer who had, by the way, done no newspaper advertising to back up his sampling quit and pocketed his loss. Five years later, in a more carefully chosen tryout market he found that his demonstrators, his product and his selling plans, with advertising to back them up, were all right. This incident showed the danger of taking the results of an inadequate tryout market without advertising in one part of a community as representing a true cross section of the whole potential market.

How can a manufacturer pick a tryout market which will give him a true cross-section? One of the things which he should avoid is choosing a market which is either too good or too bad. He should pick one in which, not only the final consumers, but the retailers are typical of his possible market as a whole.

Another thing which may be done is to analyze carefully factory sales records on a basis of the per capita consumption in a select list of cities. From such records it is always possible to divide cities into three groups—good, fair and poor markets, not in the general sense, but in relation to the particular product to be tried out in the light of previous sales records in the manufacturer's own business.

After such a selection, many manufacturers use a number of special investigators who are sent out to gather facts in selected cities in each of the three classifications. These are selected from two sources, the wholesale and retail trade and house-to-house canvassers among buyers. The attitude of the trade toward the company's new product and toward other products in the field, its possible sales compared with other products in a different field sold by the same store.

the support that might reasonably be expected from the local trade in the event of local advertising, how often such a product is called for by name and a similar list of questions usually form the basis of the investigator's analysis. From these basic questions, the investigator may lead out into other questions to obtain all sorts of facts as to the place the product holds or might be made to hold in the distributor's business.

Such an investigation among retailers and consumers will generally reveal facts capable of classification, showing for example, how many people eat a hot cereal for breakfast, whether it is used by the children as a supper dish, how many times a week it finds a place in the family menu, approximately how much is consumed each meal, whether consumers have used the cereal as part of some other recipe, whether they would like to receive recipe books, and similar lines of inquiry. All this information is later classified as to the subject and the city. Then a check is made by the company's sales force.

The experience of many manufacturers proves that it is always advisable to check up any market analysis made by outside investigators in the light of the actual selling experience of the men who sell the company's products to retailers. One city may show a high consumption of the product based upon some local peculiarity of its inhabitants, which the salesman who has been calling on the trade there will be able to point out. A situation such as this was brought out in the Beardsley codfish investigation where the market analysis showed a tremendous consumption of fish in a certain city. But a later checkup by the salesman in that territory showed a far different potential market. A large Jewish population was responsible for the high consumption of fish. But those particular fish eaters ate only certain kinds of fish. While smoked herring and flounders had a big sale, shredded codfish was up against strong sales resistance. When this portion of the city's population bought fish they went to their own neighbor-

## May Gains

*Advertising :*

Local . . . . .	935,991
Foreign . . . . .	213,932
Classified . . . . .	236,637
Total . . . . .	1,386,560

38,101 lines more than April!

*Circulation :*

*Week day average :*

Total . . . . .	93,816
City . . . . .	77,927

*Sunday average :*

Total . . . . .	87,211
City . . . . .	51,939

# New Orleans Item-Tribune

Weekdays, 15c a line      Sundays, 18c a line

James M. Thomson      A. G. Newmyer  
Publisher      Associate Publisher

*National Advertising Representatives*

John Budd Company  
New York      Chicago      St. Louis      Atlanta  
Los Angeles      San Francisco      Seattle

hood store where their kind of fish was carried especially for their use.

When all facts have been selected and classified by the men and women who make the market analysis and checked up carefully by the sales department, one or two or more cities may be selected as typical tryout markets. Sometimes, a good market and a fair market are picked. Sometimes, one good, one fair and a bad, and, at other times, one good and one bad market. This combination of cities then becomes the trial market for a new copy angle on an old product, the new product, a new package idea or whatever it is the manufacturer is trying out.

A different situation toward the trial market is seen in such a case as the Westinghouse Electric & Manufacturing Company with its new automatic iron. This company wished to secure a representative cross section of the public. It wanted a broader laboratory test for its new product than that made by its own engineers in their homes. It wanted to get the attitude of plain folks on the special features of the iron and to uncover all the selling information it could possibly gather.

Obviously, a city which was far behind the rest of the country in its wiring for electrical appliances was a bad market. The city which stood first in the country would be too good. A place of medium size with both urban and suburban population in a territory equipped for electrical appliances was wanted. A large list of cities was examined in the light of these tests. Then the dealer angle was considered. The standing and merchandising ability of both jobbers and dealers was extremely important so that the company could follow carefully the distribution from the jobbers, through the dealer's store and into the consumer's home. A careful check-up at the factory on these requirements eliminated a number in the big list of cities and brought it down to eight or nine. Several of these were eliminated as being too far away from headquarters to be watched closely. A further check-

up with the sales force resulted in the selection of Rochester, New York, as the tryout city. An intensive test in this market furnished a great deal of selling information and suggested many new angles for advertising copy.

The manufacturer planning a trial campaign should realize in advance that a tryout in an easy market is almost as misleading as one in a too difficult market. A trial campaign with a supreme advertising and sales effort in any one local market out of reason for the whole market later, is equally misleading. A more logical method is to select either a list of cities varying from good to bad and taking some from each group, or to take every possible factor into consideration at the start and then select one city which seems to be well suited and near headquarters as the Westinghouse company did.

Digging for facts in advance in order to secure a market which will give a fair cross section of the larger potential market is a far better method than picking a market on hunch, tradition or in making a trial over too short a period. Misleading results from an extra sales drive in easy markets, carelessness in picking the market in the first place, lack of analysis before the start is made, all cause many a manufacturer to become discouraged in advance or lose money which might have been saved had more care been taken in the first place. Picking a good trial market is an important proceeding for any manufacturer. The more thought given to it in advance the less trouble and disappointment after the test has been made.

#### Ralph Parker with "Coast Banker"

Ralph Parker, formerly advertising manager of the Anglo-California Trust Company, San Francisco, has been appointed associate editor of *Coast Banker*, of that city.

#### Advanced by Corning "Evening Leader"

John V. Osborne has been appointed advertising manager of the Corning, N. Y., *Evening Leader*. He has been a member of the staff for some time.

# MIDAS GOLD

*A study of* NATIONAL MARKETS  
FAMILY INCOMES  
TIME-PAYMENT SELLING

"MIDAS GOLD" is a comprehensive treatise dealing especially with time-payment selling.

Whether you do or do not favor time-payment, the time has come for a serious study of this subject by both present and prospective advertisers.

This book, 100 pages and bound in cloth, has a vital message for every manufacturer and advertiser—particularly those in the building, decoration and household utility fields.

A limited supply of this book has been printed. We will gladly send a copy with our compliments to any national advertiser as long as the supply lasts. Please address H. S. Lines, Butterick Building, The Butterick Publishing Company, New York City—and mention Printers' Ink.

**BUTTERICK**  
*Publisher*

# TO 56,000 GRADUATES:

**A** GENERATION AGO young men were told that the white-collar jobs were the law, the ministry, and medicine. These were professions; they ministered to mankind.

The doctor ministered to our physical ills; the lawyer to our legal ills; the clergyman to our spiritual ills.

Business was looked upon as something a little lower than the professions. The business man was a money-grubber. Tradesman, shop-keeper, barter, money-changing, all the traffic will bear, the public be damned—were familiar phrases.

It took courage for a college man to say he was going into business.

**T**ODAY business makes a just claim on the professional spirit. The money profit is there, as it has always been, because profit is the yardstick by which success in business can be measured.

The saving of a soul, the saving of a life, obtaining justice for a client—these were the goals of the professions.

But a fair profit is just as professional. A bankrupt injures

society no less than a poor doctor or a poor lawyer.

Monuments are not built to any of them.

**T**HE AMERICAN business man today is not ashamed to admit that he is making money. With few exceptions he is making it honorably, honestly, and for the good of the community.

He feels that he, too, is min-

istering to his fellow-man—to his material needs.

He is raising by centuries the standards of living of millions of people. A carpet sweeper, the world's best music on a disc, individual transportation, a thermostat for the furnace, a tungsten light, radio!

He carries on where the inventor leaves off. Manufacturing, arousing the desire to buy, distributing, financing—these are his contributions.

**M**AKE this simple test: Recall a luxury of twenty years ago. Ten to one that luxury today is a necessity to every family in the land, and the business man has made it so.

And he has made it so not entirely from a motive of gain, but also because of an inner satisfaction which abides no less in the business man than in his fellow-professional-man—the

satisfaction of having been of service to his kind.

The spirit of American Business! How else can you account for the remarkable fact that the American business man, in his short life, has produced three times the material wealth that the whole world had been able to produce up to 1776, and produced it not for himself alone, but for all—

Rich man, poor man, beggar man, thief,

Doctor, lawyer, merchant, chief.

Business also serves. It ministers to the comfort of humanity.

**N**ATION'S BUSINESS is a magazine which believes in the integrity and stability of American business. Published by the largest business organization in the world, it is founded on the belief that anything not for the good of the public is not for the good of business.

*Subscribers today, 190,127; one year ago, 149,417  
Reading NATION'S BUSINESS is a good habit for young business men*

# NATION'S BUSINESS



MERLE THORPE, *Editor*

THE MONTHLY MAGAZINE published at Washington by the  
CHAMBER OF COMMERCE of the UNITED STATES

*Cleveland Plain Dealer, Kansas City Star and Washington Times-Herald*

# The Time Is Ripe for Another Industry to Advertise

Confectionery Manufacturers Are Confronted with Conditions That Could Be Remedied by an Educational Campaign

By A. H. Deute

General Sales Manager, The Borden Company

THE manufacturing confectionery business at this time is not in the enviable position in which it might well find itself if some years ago it had started off alongside of oranges and apples, for instance, and undertaken to sell itself as an industry to the American public.

Here is an industry which is basic, if there ever was a basic industry, because the craving for confectionery is as deep rooted in the American youngster and also in the case of most grown-ups as any natural appetite can well be.

There are over 3,000 manufacturing confectionery establishments. The latest available figures, those for 1919, show an invested capital of over \$200,000,000. There are in the neighborhood of 100,000 people employed in the industry. The salaries and wages run in excess of \$140,000,000 per year. The raw materials run over \$200,000,000. The value of the manufactured products are not far from the half billion mark.

And yet the confectionery industry, with all its natural strength, with the great advantage of catering to a popular taste, is far from being in the profitable, wholesome position in which it might be. Even its most enthusiastic supporters realize and will admit that the manufacturing confectionery industry is not returning to its investors a fair return on the money invested.

But there is another side to this. It is true that many manufacturers have strongly advocated general and national advertising to put the industry on a higher plane, make it a sounder investment for the man with money in it—in other words, make the candy factory pay better profits.

Others argue, that with the in-

dustry making as little money as it is now making, what is the use of making up a fund of half a million to a million dollars a year for advertising? Even if the advertising did bring about a considerably increased volume, it would not necessarily bring about notably increased profits. There are many sound, conservative manufacturers who point out that the real difficulty lies with the great number of concerns that started during the war period and the great number of old-time concerns that set out on big programs of expansion at that same time—that the industry is simply in the position of having greater production facilities than the country requires. If the industry is in a period of over-production, it might be better to sit back and wait, making the best of the thing in the meanwhile. The conservative group among confectionery manufacturers seems to hold to this theory and is putting its thought back of lowering manufacturing costs, working out of unprofitable and unsound trade practices and looking for a gradual stabilization and equalization between normal production and normal consumption.

## THE OTHER SIDE

On the other hand, there are the more aggressive manufacturers whose idea it is to admit that the present production facilities are here and very apt to stay here. Machinery which is installed and plants which are built are apt to be used. Until a manufacturer is entirely out of business, he is keeping his production as high as possible in the hope of establishing his lines while waiting for the other concerns to withdraw from the field. Then there is the great mass of small candy makers,

operating one or two men places having little if any overhead, and feeling that if they can make day wages they are laying the foundation for a future financial success. In the aggregate their production constitutes a real factor; every candy salesman is a witness to this statement.

Now, all this being so, with no general decrease in production in sight, the aggressive thought in the industry takes the stand that if there can't be a general lowering of production or a massacre of candy makers, the alternative is to admit present production as a fact and undertake to get people to eat more candy.

#### PUBLIC NEEDS EDUCATING

Getting people to eat more candy is largely a matter of educating the general public to the truth about candy as a pure and wholesome food. Most people have but a very limited understanding, often a wrong understanding, of confectionery. They like it and admit they like it, but also feel guilty about liking it. Especially with reference to their children, they feel that in confectionery there is a sort of abiding evil.

This is plainly and scientifically all wrong. There is a good, sound reason for the normal consumption of good, pure confectionery. People should understand these reasons. And many manufacturing confectioners feel that long ago the industry should have undertaken the education of its public.

The great mass of confectionery is still sold in bulk in pails, cases and five-pound boxes. Great quantities of confectionery are still dumped into unsanitary showcases, in trays which are often in need of a bath. Oftentimes these stacks of loose candy are thoroughly pawed over by clerks who have just turned from handling potatoes, crates of fruits or what not.

There is one great outstanding direction in which the confectionery industry can progress and that is in the development of package confectionery—branded package goods which bears the maker's

name. Rolled oats, crackers, prunes, sugar, rice and clear down the line of food products have all gone through the transformation and been reborn, dressed up.

Why not the confectionery industry?

Of course, successful manufacturers of package lines may be mentioned—those who have advertised their brands into prominence in a national or local way. They are largely responsible for the pronounced trend among consumers toward package goods.

The five-cent and ten-cent bars of confectionery have been making tremendous strides, backed up by the individual advertising efforts of certain manufacturers. The half-pound and pound package of chocolates or mixed confections have long represented in the public's mind the highest form of confectionery quality. Every confectionery manufacturer who packs confectionery in his own branded boxes realizes that the package line is the line to sell. But it is my thought, as one who spent many years in the manufacturing confectionery business, that a united effort to sell the public on the merits of pure confectionery in sanitary containers would give the industry an impetus that is much needed.

It is sound business for the confectionery manufacturer to promote the sale of his package line and if he can help his own lines by being part of an organized movement which teaches the public the advantage of package candy, he is simply pushing that end of his business which he feels is most worth pushing.

Therein, it would seem, lies the great opportunity of the confectionery industry, as an industry—the opportunity to promote the sale of more package candy, teaching the public the importance of buying confectionery by the pound or half pound or the ounce or the two-ounce bar and to insist on getting it in a sanitary, sealed container bearing the maker's name.

As one manufacturer said to me one day: "If there were a law compelling every candy maker to put

# Farm Life's



**T**HIS COUNTRY has developed into *just one* big town with a population of 110 million people—rich and poor; contented and restless; people who respect the law and the constitution and people who do not; well-read people and people who can not read at all; and above all else—people who last year bought 67 billion dollars' worth of manufactured products—and others who cannot buy a cotter pin.

Out of these messed-up millions, every business must find its market.

The success of Farm Life has been due largely to its ability to attract to itself out of this scrambled confusion of mere *persons*

—more than a million families of **WORTH WHILE PEOPLE.**

To be specific: There is no such thing today as an isolated "farm market." That old barrier to business,

**Farm**  
MORE THAN

# Big Town Market

the corporation line between city and farm, has been erased by the ceaseless traffic of millions of automobiles, carrying *buyers* to market. The old, detached "farm market" has disappeared, and in its place has arisen—a great soap market, a great kitchen cabinet market, a clothing market, a food products market, a toilet goods market, an automobile market, a radio market—a market for *everything*.

But there is one part of that market—a great prosperity sector—that is ignorant of your brand—unless you are reaching it through the pages of **Farm Life**.

For **Farm Life** is the favorite magazine of more than a million farm homes who buy it on **SHEER MERIT**.

There is no newsstand circulation. There are no special subscription rates. No bribing of subscribers with special premiums. No free deals or trick subscription stunts.

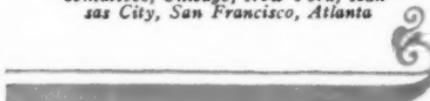
Only 28% of our readers take any metropolitan newspaper. Less than 23% take any of the general magazines. Less than 16% subscribe to any other one farm paper.

You can not effectively reach **Farm Life's** big market—the one big town of more than a million farm families—EXCEPT through **Farm Life**.

**FARM LIFE PUBLISHING COMPANY**  
SPENCER, INDIANA



James M. Riddle Co., Special Representatives, Chicago, New York, Kansas City, San Francisco, Atlanta

**Life**   
A MILLION

his name or his mark on every single item he turned out, there would be much less cheap candy made and sold and it would be a great blessing for the conscientious candy maker and also for the buying public—especially for the children who don't know how to buy candy and who judge quality by color and size."

It must be apparent that if the mass of people could appreciate the advantage of buying confectionery in sealed packages and would keep more of such confectionery in their homes, rather than keep but little at home and then give the children a penny or a nickel to pick out their own, the entire candy industry, manufacturing, wholesaling and retailing would be greatly benefited.

Let us assume that we agree that the great objective in the confectionery industry is the establishment of a wider, in fact, a general acceptance of the package idea among consumers. Let us go a step further and agree that it is well worth while for everybody connected with the industry to promote such a consumer inclination.

The development of the package idea in confectionery is an undertaking which may well be carried on by the responsible manufacturer of confectionery because the development of the package idea will enable the responsible manufacturer to bring out the brand strength of his firm name, which the development of bulk sales or just the promotion of increased candy consumption for its own sake cannot do.

A general confectionery promotion campaign would not detract from the value of the individual trade-mark. On the contrary, it would bring popular attention to the line which the manufacturer may care to promote. Each manufacturer of confectionery could profit from the general campaign in proportion to the way he wished to take advantage of it with his own efforts on his own lines. Obviously, the more sincere a manufacturer of confectionery may be to establish a growing business based on quality, purity and whole-

someness, the more he will wish to see the entire confectionery industry incline toward the package confectionery idea.

While the general educational result of such a campaign would naturally be to teach people to look for quality candy in the maker's package, it leaves the way open for the individual manufacturer in his home market to exercise his own initiative and through his own sales force and his own advertising of his own brand direct attention and business toward his own institution.

If such a campaign accomplished its objective and really did incline the consuming public to favor more generally the purchase of all confectionery in the maker's sealed package, it would solve more quickly than any plan yet proposed the problem which so many confectioners face, namely, that of the dumping of inferior quality candy upon the market.

#### A SOUND OPINION

As one leading confectionery manufacturer said: "We have nothing to fear from the manufacturer who will put out candy and put his name on it. What hurts the industry and the consuming public and thus reflects back on the individual confectioner, is the manufacture of poor quality candy, dumped on the general market and sold without brand or name, where the maker can feel that it is out of his mind and off of his mind when it is out of sight. It is just this sort of demoralizing condition which the public's inclination toward package candy will remedy."

Thus far the difficulty seems to have been in the lack of what might be termed an "editorial policy" for such a campaign—a sound, underlying objective to be attained. In the development of the package goods idea, in the teaching of the public not necessarily to buy more candy but in buying branded candy, such an "editorial policy" is supplied.

The individual manufacturer could take just as much advantage and divert to his own brand just as much of the benefit of a gen-

# Change Hearers Into Buyers

Millions hear of every successful Broadway show. But only those who see it bring profit to the box office.

Millions may hear of your own product. Thousands of dealers may have it in stock. But your profits are measured by your success in bringing together the consumers who *hear* of it and dealers who *sell* it.

It's general advertising's job to tell the story—sales promotion's work to sell the goods. Only when *selling* follows *telling* are you really getting your fair share of the market.

*Why not let us show you how  
hearers can be developed into  
buyers? The story is interesting  
—and there's no obligation.*

**CHARLES FRANCIS PRESS**  
461 EIGHTH AVENUE  
NEW YORK

EIGHTH AVENUE THIRTY-THIRD TO THIRTY-FOURTH STREETS

# Speed Without Strain

Common-Sense Methods Attain It  
By Avoiding Mountain Climbing  
When There's a Level Path Beneath

Men used to climb mountains to reach the other side. Then tunnels were built. And the journey made easy.

But all men would not use them. Some still insisted on the climb.

And so, today, in advertising.

Straight paths and level have been found—paths for all to know.

Mark the progress of successful advertising agents, and you will find it charted in those paths.

Note the genius of successful advertisers, and you will find it the genius of never straying from them.

For speed thus is gained without strain.

Two roads may lead to one point. Seasoned travelers outdistance struggling rivals, merely by choosing the simpler one to follow.

The wise advertising agent, seasoned in experience, knows how true this is.

To him fads and fancies hold no enticement. He discounts frills and furbelow.

His merchandising plans are simplified.

His copy is directed to the point.

The experienced advertising counselor plans expenditures with earning sheets in mind. And gauges them to insure against strain and to assure profit.

He aids his client to attain leadership by finding the shortest highway to a given point. Then never straying from it.

First he measures well his road. He knows where to slow down, where to make the greatest speed.

Combine the efforts of an advertising agency, trained in those principles, with an advertiser whose creed is following the simple path, and great achievement, intelligently gained, will result.

To us that marks but simple common sense—and common sense so far has proved one open road to uncommon results in advertising.

*The miracle of advertising is that when applied in a common-sense way, it brings magical results.*



## LORD & THOMAS

NEW YORK  
247 Park Avenue

LOS ANGELES  
1151 South Broadway

Advertising

LONDON, ENGLAND  
Victoria Embankment

CHICAGO  
400 North Michigan Avenue

SAN FRANCISCO  
225 Bush Street

eral campaign for the purchase of package confectionery as his interests or the size of his business might dictate. He could focus this general campaign on his own brands in his own limited home territory or he could, if his market were national, call attention throughout the whole country to his brand and to his dealers in the various cities and towns. In local newspapers or street cars or on his local boards, he could cash in on what the industry was doing nationally. Such a co-operative advertising campaign would be beneficial in my opinion to all that is good in the industry and it would, in addition, create a more intelligent and discriminating buying public.

### Walnut Growers Have Profitable Year

Prices on the 1924 walnut crop of the California Walnut Growers Association, Los Angeles, were the highest on record with the exception of one year. The net return on culls was 43 per cent higher in 1924 than in 1923.

These results are attributed to the fact that the shelled walnuts were packed in three-ounce and eight-ounce tins, which kept them fresh and sweet, and also because they were advertised and sold under the trade name Diamond and Kernel.

### Wadsworth, Howland Appoint European Sales Manager

William A. Bodfish, who has been appointed European sales manager of Wadsworth, Howland & Company, Inc., Boston, Mass., paint manufacturer, left for his new headquarters in Madrid, Spain, on June 1. During the recent war, he was American vice-consul at Seville, Spain. He also has represented the H. J. Heinz Company, Pittsburgh, Pa., in that country. Upon his return, he became advertising manager of Wadsworth, Howland & Company.

### M. W. Mears Joins Brockland & Moore

M. W. Mears, until recently with the Antenger Advertising Agency, St. Louis, has joined Brockland & Moore, Inc., advertising agency, also of St. Louis.

### Titusville, Pa., "Herald" Appointment

The S. C. Theis Company, publishers' representative, has been appointed by the Titusville, Pa., *Herald* as its national advertising representative.

### D. M. Noyes to Direct Advertising of "The Household"

D. M. Noyes, has been appointed general advertising director of *The Household*, Topeka, Kans. His headquarters will be at Chicago. Mr. Noyes was formerly in the national advertising department of the Chicago *Herald* and *Examiner*. Before that he was advertising manager of the Steele-Weddes Company and sales manager of E. J. Brach and Sons, both of Chicago.

### New Accounts for Toronto Agency

William Kennedy & Sons Ltd., Owen Sound, Ontario, has started an advertising campaign on its manganese bronze stone propellers. The account has been placed with Norris-Patterson Ltd., Toronto advertising agency.

This agency is also conducting the advertising of the C. Turnbull Company, Ltd., Galt, manufacturer of Cutee underwear.

### Regal Rubber Company Changes Name

The Regal Rubber Company, Dayton, Ohio, has changed its name to The Serton Rubber Company. The word Serton, which is a combination of the last three letters of the president's and treasurer's names, has been registered as the company's trade-mark.

### To Represent Champaign-Urbana "Illini"

Cone, Hunton & Woodman, Inc., publishers' representative, has been appointed by the Champaign-Urbana, Ill., *Daily Illini* as its advertising representative. It will also represent the college paper of the University of Illinois.

### Durant Motors Reports Net Income

The Durant Motors, Inc., New York, reports a net income for the year ended December 31, 1924, of \$767,576 after expenses. Net income for 1923 amounted to \$2,715,226 after depreciation and taxes.

### Appoint Bruce Morgan Agency

Dow & Company and the Roll-O-Way Company, Chicago, manufacturers of weight reducing apparatus, have placed their advertising accounts with The Bruce Morgan Company, Chicago advertising agency.

### Royal Easy Chair Company Appoints Officers

The Royal Easy Chair Company, Sturgis, Mich., has appointed W. A. Cavin, president. M. L. Neely has been appointed vice-president and general manager and C. E. Sullivan, secretary-treasurer.

*The one way* to reach, with minimum waste, the worth-while group of American business executives of the active, managing type is through **SYSTEM, The Magazine of Business**\*

\* *SYSTEM now has the largest circulation of any magazine in America selling at \$4.00 (or more) per year.*

**SYSTEM**  
*The MAGAZINE of BUSINESS*



The Farm Journal was the first small-page farm paper. It established the reader-popularity of condensed size and context 50 years before the coming of the first tabloid daily and it was 25 years successful before its first imitator arrived in the farm paper field.

# The Farm

## PHILADELPHIA

## BOSTON

## LOS ANGELES

NEW YORK

## Succeed and You Will Be Imitated Be Imitated and You Will Succeed

Soon the forty-ninth will join the ranks of the other forty-eight years through which The Farm Journal has been making publishing history. And the half century mark will find The Farm Journal still persistently pursuing the policies established at its founding: To be a monthly, to be brief, to have a small (450-line) page, to maintain a low subscription price, to sell multiple subscriptions.

Yes, The Farm Journal has *succeeded*—and it has been *imitated*. During its half century of leadership many changes have occurred in the field of general farm papers. And the publications which have been most successful are those which have adopted policies originated by The Farm Journal. And still the adoption continues, constantly adding to the endorsement of what The Farm Journal has been doing since 1877.

The Farm Journal has *always* been a monthly, *always* been brief, *always* had a small page, *always* maintained a low subscription price, *always* sold multiple subscriptions.

# The Farm Journal

farm field

NEW YORK

CHICAGO

SEATTLE

SAN FRANCISCO

# MAMMOTH and MAGNIFICENT *St. Paul's TEN MILLION DOLLAR New Ford Plant* *has emerged from the blue prints and is now turning out cars*

*Ford engineers predict that within the next five years the plant will employ fourteen thousand men. At an average wage of six dollars a day this will give St. Paul added purchasing power of \$30,000,000 a year.*

The good effects are already felt and tangible in St. Paul -- Minnesota and the Northwest.

The Ford project has set in motion a process which will steadily gather headway as the laws of economic inter-relation come into play.

Industries attract related industries, banks, stores, amusement enterprises--the whole group attracts population -- CONSUMERS; and with that comes more homes, more improvements, development projects, and in turn new industries and new businesses--new profitable, wholesale and retail outlets.

NO ADVERTISER CAN AFFORD TO OVERLOOK  
THE VITAL VALUE OF A MARKET THAT IS  
GROWING -- DEVELOPING -- PROSPERING

## St. Paul Dispatch

## St. Paul Pioneer Press

*These complete newspapers offer thorough coverage at one low cost---the full and complete buying power of this thrifty city with a good slice of the Northwest thrown in.*

O'MARA & ORMSBEE, New York  
Chicago Detroit San Francisco

# Watch for Objections That Are Only Excuses

Answering the City Buyer's Objection to Products Made in Small Towns

OLSON AND ENZINGER, INC.  
Milwaukee, Wis.

*Editor of PRINTERS' INK:*

A question in marketing and distribution has been brought to us. We are turning to you for help because we know that you publish articles on distribution, etc., although we recall none that has treated the question we are now confronted with.

The problem is simply this. A manufacturing house in a medium-sized town, 50,000, has for many years manufactured a high class article, has advertised it nationally, but dealers in large cities refuse to accept it on the grounds that it is a small-town product. The product is manufactured in a town that is not noted for that product.

Our problem is to find some way of breaking down and destroying this prejudice, of breaking through and selling to the dealers in the large cities. Our particular problem concerns wearing apparel.

If you have any articles, material, or suggestions that will help us, we will be very grateful to you if you will notify us or send the material on to us.

OLSON AND ENZINGER, INC.,  
W. M. TROST.

THIS manufacturer is meeting with an unusual objection, although one that is not altogether new. To be located away from the industry's centre or the style centre of the trade has always been regarded as a handicap. Industries have tended to group themselves in certain localities. Collars have long been made in Troy, furniture in Grand Rapids, shoes in Massachusetts and St. Louis, automobiles in Detroit, flour in Minneapolis and so on.

There are several reasons why industries group themselves in certain communities. Sometimes the location is accidental. An article recently in the *New York Times* Magazine Section explains that the collar business centres in Troy as a result of an accident. It seems that 100 years ago a Mrs. Hannah Lord Montague, became weary of washing shirts for a fastidious husband. So she cut the soiled collars off of a clean shirt and thus launched the detachable collar business, now having an output of more than \$40,000,000 annually. An industry may get

started in a locality because of the proximity of raw material and then stay in that place long after local raw material is exhausted simply because the plants are established. It is cheaper to bring in raw material from a distance than to keep on moving an established industry. After an industry is established, the ease with which trained labor can be obtained locally is likely to be the factor that would influence new companies entering that field to squat in the same locality. That undoubtedly is the principal reason why the collar business is largely confined to Troy. It is one reason why Detroit is the centre of the motor car business.

From the selling standpoint, however, we should think it would not be a matter of much difference whether or not a manufacturer is located in the centre of his industry. Buyers might be curious as to why a collar maker, for instance, should be located at Perth Amboy, New Jersey, or Lima, Ohio, but in the long run we doubt if a collar manufacturer located at either of these places would be handicapped in his selling, provided his goods and prices were equal to those put out by Troy manufacturers. Most buyers do not care where goods are made so long as they possess the qualities that they expect to find in merchandise of that character.

It is conceivable that in style merchandise, buyers might be prejudiced against goods made far from the centres where styles are supposed to originate. But even this is no longer the objection that it once was. Style merchandise is made from models anyway and models can be copied in Chicago as well as in New York, Philadelphia or any other city.

We understand that our correspondent's client manufactures men's clothing. It happens that most men's clothing is made in

New York City, Philadelphia, Rochester, Cleveland, Chicago and Milwaukee, but that is no reason why clothing made in smaller places should be inferior to the lines made in the big cities. If the Hart Schaffner & Marx line were made in Eau Claire, Wisconsin, and were backed by the same merchandising with which it is backed today, it is likely that the line would be just as successful as it is now.

We do not believe that these big city buyers are sincere in their objection. We believe that it is merely an excuse, put forward because it is handy. If the line were not made in a small town, these buyers would be obliged to find some other objection. It must be remembered that buyers are always looking for excuses to get rid of salesmen. The more plausible the excuse, the more convenient it is. But these excuses will not hold out long against real sales arguments. The one best way to answer all such excuses is to be able to show that the line sells—that it is in demand. If it is not in demand any old excuse will do to turn down a salesman. If a product is well advertised and well merchandised, large city buyers will soon forget where it is manufactured—or at least won't care. Our correspondent's client should take consolation from the fact that more and more is it the tendency for manufacturing businesses to locate in villages or in small cities. A surprisingly large percentage of these small community enterprises are advertised, and known nationally. The names of many of these concerns can be ascertained by making only a casual survey of the advertisers in almost any publication.—[Ed. PRINTERS' INK.]

## To Market California Peach and Fig Growers' Products

The Sunland Sales Co-operative Association, Fresno, Calif., a selling agency for California dried fruits, has extended its activities to include the marketing of the products of the California Peach and Fig Growers. Heretofore the association has been concerned only with the selling of Sun-Maid raisins.

## Death of James G. Berrien

JAMES GARFIELD BERRIEN, for more than twenty years engaged in advertising work, died on June 13 at his home in Bronxville, N. Y. His death was sudden. After finishing his regular round of golf on Saturday afternoon, Mr. Berrien complained that he was not feeling well. Returning to his home, he died before a physician could be summoned.

Mr. Berrien, who was forty-three years of age, entered upon his advertising career immediately after graduating from Wesleyan University in the class of 1903. His first position was with *Collier's*, of which Condé Nast was then advertising manager. He was appointed manager of the Boston office from which he resigned to join Calkins & Holden, Inc., later forming an advertising agency business with Roy S. Durstine, under the name of Berrien & Durstine. The business was later changed to The Berrien Company and, more recently, has been conducted under the name of Goode & Berrien, Inc.

In business Mr. Berrien was noted for his unobtrusiveness. He had a quiet disposition and his friends were devoted to him because of his scholarly attainments. One of his principal recreations was music and, being an accomplished pianist, he frequently would devote the evening following a strenuous day at his work, to playing through an entire opera.

## Atlantic and Pacific Tea Report Shows Gain

The Great Atlantic and Pacific Tea Company, Inc., Jersey City, N. J., reports a net income of \$10,926,185 after Federal taxes and sinking fund reserve, for the year ended February 28, 1925. This compares with \$8,282,900 for the preceding year and indicates a gain of \$2,643,285.

## T. E. Carnahan Joins Ruthrauff & Ryan

T. E. Carnahan, formerly advertising manager of the Zenith Radio Corporation, Chicago, has joined the Chicago office of Ruthrauff & Ryan, Inc., advertising agency.

# Steady Growth

For six months the circulation of *The Country Gentleman* has grown steadily.

## *The COUNTRY GENTLEMAN*

### NET PAID FIGURES SHOW

Oct. 4, 1924 - 775,000

Nov. 1 - - - 790,000

Dec. 6 - - - 800,000

Jan. 3, 1925 - - 814,000

Feb. 7 - - - 818,000

**Mch. 28 - 835,000**

*A gain of more than 60,000 in six months—just because readers like it!*

**THE CURTIS PUBLISHING COMPANY**  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

June 18, 1925



June 11th, 1925.

Printers' Ink,  
165 Madison Ave.,  
New York City.

Gentlemen:-

Our Photograph Department has called my attention to an error in the statement made in our page advertisement in today's issue of Printers' Ink, just received. This is our own error, and if in your judgment it is necessary to use two pages to correct this, please do so.

That part of the page which reads "Just starting this summer our second thirty years in business" should be corrected. Therefore, our future announcements in Printers' Ink, for the next month or so, should read "Just starting this summer our thirty-fifth year in business".

It was hard for me to believe that time had flown so quickly, but I submit to the photographic evidence produced by our Photograph Department.

If you think it would be a good idea, you might print this letter that I am now dictating on one page, and on the opposite page print a fac-simile of the enclosed photograph, which is a reproduction of the first contract written at High Point, N.C., March 10, 1891, by the undersigned, the founder of the Maxwell Corporation.

Aside from the necessity of making this correction, your readers, especially those identified in the advertising world, many of whom are intimate friends of mine, will be interested in this curious old document of thirty-four years ago.

We are proud to say that in our thirty-four years in business, while many millions of dollars' worth of outdoor advertising of national importance has been produced by us, we have never had a contract cancelled on account of incompetence, disobedience to orders or misbehavior.

Yours very truly,

Our Latest - The Lucky Strike Spectacular Electric  
Atlantic City Boardwalk.



## A Correction With

Just starting this summer our  
thirty-fifth year in business.

**The R.C. Maxwell Co. T**



What investigation and agitation have done for the Mechanic they are now doing for the Farmer.

A BARN 1500 FEET 20 FEET HIGH.  
WILL CONTAIN  
15 HOURS OF MEAL TOBACCO.  
TOBACCO DRYING, WHEAT, CORN, BUCKWHEAT,  
AND GARDEN VEGETABLES.

⑤ THE NEW IS TAKING THE PLACE OF THE OLD.

THE BARN IS ABSOLUTELY  
FIRE-PROOF  
PROVIDED FOR STORING TOBACCO  
WHEAT, CORN, ETC.  
INSTEAD OF THE OLD  
WOODEN BARN.

OFFICE OF

The Modern Tobacco Barn Company.

W. H. SNOW, SUPERINTENDENT.

High Point, N.C. March 16<sup>th</sup> 1891

This Agreement entered into this day between Chester Maxwell & Western Tobacco Barn Co. both of High Point at this date.

Chester Maxwell agrees to work for Western Tobacco Barn Co. as Painter for two months from 1<sup>st</sup> March 1891 to devote his whole mind and attention the sole taking his instructions from M.T.B.C. according to any series of place or point directed by them at any time.

Western Tobacco Barn Co. agree to pay to Chester Maxwell his two months services the sum of \$60<sup>00</sup> and to bear all expenses travelling, Board & Lodging material & further agree to enter into permanent contract at increased wages and his work prove satisfactory.

They reserve the right however to cancel the contract at any time for incompentence disobedience orders or misbehaviour.

Witnessed  
Attest  
F. Bassett

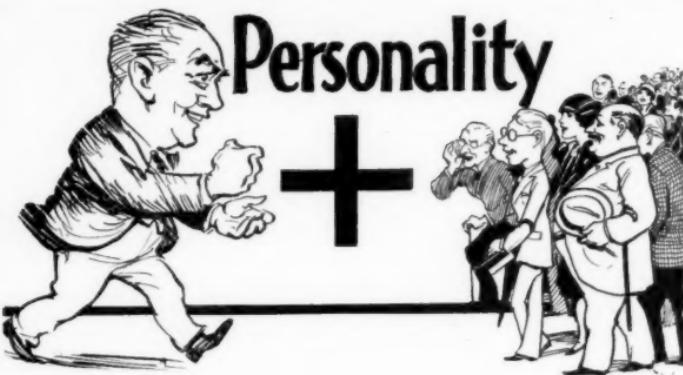
E. G. Beaman  
See

Chester Maxwell

on With Testimony

well Co. Trenton N.J.

Another Atlantic City Pier  
location coming open soon.



**T**HE New York Telegram—the paper with a personality, PLUS a punch on every page.

Long ago an editor said: "I have no time to write short editorials." Those in the Telegram are brief, to the point, covering the subject completely in the fewest words. They carry the welcome brevity for the busy man and woman.

Of equal value are the Telegram's criticisms and special articles covering the theater, the screen, things musical and literary, and the interesting people who entertain the public.

Radio news and instruction for the FAN. Tuned in on the ends of the earth, the Telegram experts keep pace with Radio's amazing growth.

The WOMEN writers for the Telegram know how to set forth the concise clear-cut details of the manifold things that increase the beauty and value of HOME LIFE.

The paper that goes daily into two hundred thousand HOMES carries a punch for the national advertiser.

## The New York Telegram

Publication Office: 73 Dey Street

Eastern Representative

DAN A. CARROLL  
110 E. 42nd St., New York City

Western Representative

J. E. LUTZ  
Tower Bldg., Chicago, Ill.

# Can America Modernize World Trade-Mark Situation?

Realization of Secretary Hoover's Aims at European Conventions Will Write New Chapter in International Trade.

By Dana Hubbard

**T**WO conventions of interest and importance to manufacturers and others who own trademarks or patents and who are engaged in foreign business will be held during the weeks just ahead. One of these is the convention of the International Chamber of Commerce at Brussels in June. The other, and more important of the two, is the treaty-making International Convention for the Protection of Industrial Property at The Hague in October. The latter is a meeting of the representatives of some forty countries appointed by their respective governments.

As a result of these conventions, the whole course of trade among nations may be sharply altered. American manufacturers may no longer find it necessary to establish and maintain plants abroad for the sole purpose of keeping alive and valid the patents granted them by some foreign state. Nor will the American tire manufacturer or a flour miller, for example, find his trade-mark lost to him in some rich market simply because he has neglected to register it there and someone else has appropriated it, if American aims are realized.

The whole basis of international trade relations may be changed at The Hague next October, it has been intimated. Assurance that it will be changed may be gathered from Secretary Hoover's announcement that the United States will act independently in case the existing treaty covering patents and trade-marks is not changed to provide better and more equitable treatment for Americans. It is likely, too, that the business men of the principal nations of the world will decide at Brussels further to protect themselves against unfair competition as we in Amer-

ica now understand that term.

The American delegates attending these conventions in an official capacity will go abroad prepared to urge mutual reciprocity among the nations represented in matters of patent and trade-mark protection. Their first endeavor will probably be to remove what Secretary of Commerce Hoover has termed "the present injustices toward American patentees and American manufacturers which exist by virtue of the character of the patent laws in many other countries."

"Proposals will be made for the equitable and equal treatment of patentees in all countries," says Mr. Hoover. "If this convention (The Hague convention) shall fail to secure primary justice for American patentees, we shall ask for a complete revision of the patent laws of the United States which will bring this about. We shall propose nothing but equality in these questions and we intend to follow up the matter with utmost vigor."

## WILL MODIFY "WORKING" CLAUSE

From Mr. Hoover's statement and from other indications, the American delegation to The Hague convention will attempt to modify or eliminate the "working" clause in the international agreement which twenty-one nations adopted at Brussels in 1911. In effect, this clause obliges an American owner of a foreign patent to work it. Failure to do this renders the patent liable to forfeiture.

The United States imposes no such working requirement or compulsory licensing under patents at present on any foreigner holding a patent here; and judging from the fate of the efforts to enact working or compulsory license clauses in the past, this country

seems to want no such requirement.

Besides this, reports indicate that the Americans both at Brussels and The Hague will work to secure better protection of trademarks and trade names against fraudulent appropriation. What they urge is a condition whereby the originator and user of a trademark will be guaranteed ownership of his mark in a foreign country, even though he may not have registered it in that country. In other words, the aim is to prevent appropriation and registration in certain countries of such well-known names, for example, as Goodyear as applied to tires, Quaker Oats for a food product or Underwood as a name for a typewriter simply because the American companies making these products never registered their trade-marks and trade names in those particular countries. Of course it is desired to give the foreigner the same protection against fraudulent appropriation of his marks in this country.

The importance of the general subject of patents and trademarks and their relation to industry in this country and to advertising are anything but obscure. The big majority of American industrial enterprises depend, it is said, directly or indirectly on patents or have their origin in patented inventions. Most advertisers place great stress on their trademarks and trade names, and if the integrity of these is impaired or destroyed it will be a serious blow to the growth of world advertising. A list of the industries having important, if not vital, interests in trade-marks and patents would read almost like a catalogue of American business. It would necessarily include chemicals, dyes, electrical apparatus, radio, agricultural machinery, typewriters, phonographs, automobiles, iron, steel, rubber, woodpulp, printing, sewing machines, calculating machines, cameras, food products, house furnishings and many others.

Here is where the United States stands largely apart from most of the other nations. When this country grants a patent to one of

its citizens or to a foreigner, it gives the inventor an exclusive monopoly right to his invention for seventeen years. He can use the patent exclusively or he can withhold it from use. The inventor is guaranteed the fullest possible benefits to himself. Many of the other industrial nations have what are called "working" or "licensing" clauses in their patent laws. These apply to their own nationals as well as to foreigners, and under their terms the holder of a patent must put it into use or license it for use by others within a stated period of time. In this way the industrial activity of the country granting the patent is stimulated and its wealth is increased, sometimes at the expense of the inventor.

#### PATENT FEES LOWER HERE

Under the American system the emphasis has always been on placing the inventor in a position where he may enjoy the advantages of his inventive genius to the utmost, a fact which has stimulated invention. The only patent fee in this country is \$20 for examination of alleged inventions for novelty in addition to the charge of \$20 for printing the patent. Abroad, the holder of a patent must pay renewal fees of as high as \$490 for a single year to keep his patent alive. Another detail worth noting is the fact that in the United States the life of a patent is seventeen years. In Germany it is fifteen years; in Italy not less than one year and not more than fifteen years; in Austria fifteen years; in Great Britain fourteen years and in France five, ten and fifteen years. Belgian patents run for twenty years.

As laid down at the Paris convention of 1883 and modified by the Brussels and Washington conventions of 1900 and 1911, the present treaty governing patents and trade-marks which has been accepted by the leading industrial nations of the world reads as follows: "The subjects or citizens of each of the contracting countries shall enjoy, in all the other countries of the Union, with regard to patents or invention, models of



## We Decline To Set A Speed Trap

FROM one to whom we are, nevertheless, indebted for his well-intentioned approval: "Why don't you sell just your speed in shooting back proofs? They're on my desk almost before I can turn around." In the complete category of compositional claims we put speed last, because, of, in and by itself, speed is a trap. The riderless horse can go faster than if it were mounted, but it doesn't know where it's bound for. The Koran says, "Hurry is of the Devil." Lord Nelson attributed his victories in battle to being ten minutes too early. We have no respect for mere speed, and too much respect for ourselves and for advertising men to sell typography wholly on the haste with which it could be raced and chased through the composing room.

**FREDERIC NELSON PHILLIPS, INC.**  
*Typographers Who Prove It With Proofs*  
314 EAST 23RD STREET  
NEW YORK CITY

# Nine Key Markets of Texas



Ninety per cent of all Texas lives in the eastern half of its square mile area—the territory served by the Nine Key Cities.

The estimated wholesale business of the Nine Key Cities for 1924 was  
—\$2,312,000,000.

## Don't pin your faith on eenie . . . meenie . . . minee . . . mo!

May we, who know Texas, make a respectful suggestion?

Don't use a process of counting out to determine which market is "it" in Texas.

Texas is not a "one-town" state nor a "one-paper" territory. In the Greater Texas Market there are Nine Key Cities—the points pictured on the map on the page opposite. Each of these markets is of primary importance in its own trade territory. Each is the biggest sales point in its trading radius.

A sales plan that contemplates first the conquest of these cities is on a solid foundation.

Nearly one-fourth of Texas' four and three quarters million people are concentrated in these points. Here all important jobbing interests focus. Here, ready volume and accessibility are merged with progressive citizenship

and stable buying power.

Sell the Key Markets first. After these are sold, proceed with the detail work of territorial distribution.

You can do more in a shorter space of time. You will eliminate lost motion and not lose the advantages that thorough distribution and established volume will contribute to the slower and more costly work of town by town territorial selling.

It is the economical way to sell Texas. Merchandising through metropolitan markets is as valuable to your sales program in Texas as in any other state. The advertisers who have succeeded most in Texas are the advertisers who have pursued this policy.

You can secure all the necessary data, on any or all of these Key Markets, by addressing a request to the newspapers there. Don't you think it a good idea to get the facts?

*Any newspaper in any key city will be glad to give you complete data on its territory. Write today.*

utility, industrial designs or models, trade-marks, trade names, the statements of origin, suppression of unfair competition, the advantages which the respective laws now grant or may hereafter grant to the citizens of that country."

Right here is the crux of the whole problem. So long as the laws of other nations require working a patent or licensing it and the United States makes no such stipulation, Americans will be at a disadvantage abroad while foreigners will continue to find in the United States the finest opportunity for reaping the fruits of their inventions. Will foreign nations relinquish their right to require working or licensing? Or will the United States attempt to put similar requirements on its statute books for its own citizens as well as for the nationals of other countries? In view of Secretary Hoover's statement that "if this convention shall fail to secure primary justice for American patentees, we shall ask for a complete revision of the patent laws of the United States which will bring this about," what goes on at The Hague next October will be observed and studied with the greatest care by American business. Several attempts have been made in the past to enact a working clause for patents in this country, the most recent being in 1908, 1912 and 1922. None of these ever emerged from committee to receive consideration on the floor of the Senate or the House.

Changes in a document of international relations such as the present convention should be kept as few as possible, many lawyers engaged in patent and trade-mark work say. Unquestionably something should be done to eliminate or reduce the burden imposed on American patentees by the laws of foreign countries in requiring the payment of annual renewal fees and the "working" of patented inventions. Of course, foreign countries accord Americans the same treatment that they give their own nationals in this. Yet it remains that in the United States every foreigner taking out a pat-

ent secures a monopoly which is not burdened by any such obligations. It is to the interest of all countries, to lighten this burden. While entire elimination of this would be in accordance with the American practice and point of view, it should be recognized that it may not be possible to secure the agreement of every other country to such a radical proposal.

#### ONE WAY TO LIGHTEN BURDEN

"A practical way of lightening the burden," it is pointed out, "would be to agree to eliminate all renewal fees for the first years of the life of the patent and by delaying the application of all 'working' requirements for a like term. The commercialization of an invention often is a matter of time in these days of highly developed and specialized industry. To do away with the payment of renewal fees and to postpone the 'working' period for the first five years of the life of a patent would be a long step toward more equitable treatment of Americans."

In some countries at the present time registration of a trade-mark is not only *prima facie* evidence but absolute evidence in any litigation which may arise as to the right to use it. In other words, a manufacturer who designs, registers and advertises a trade-mark in his own country may find himself seriously handicapped and helpless when he decides to sell his product under his trade-mark in any of several foreign countries. Someone else, recognizing the value of the trade-mark, may have registered it before him. Or the manufacturer's trade name may have been appropriated and translated into another language. Assume, for example, that the Three-in-One Oil Company, never having done business outside of the United States, should decide to develop a certain overseas market. It investigates and prepares to go into that field on an impressive scale only to find that someone has appropriated its trade-mark and trade name and registered them in that country. The Three-in-One company is



## *They Shoot True!*

THE manufacturers of the famous Winchester fire-arms shoot true to the mark of dealer co-operation with BALTO Porcelain Enamel Signs. And, in turn, these brilliant, attention-getting signs shoot true to the dealer's customers and prospects.

Year after year they will carry the message of your product and your dealer. Time, and the wear and tear of the elements are out of the picture, for this glass-like porcelain, fused into sheet steel at a temperature of 1800°, reaches the peak of permanency. Over the years they cost less than other signs.

*Call our New York or Baltimore office today.*

THE  
**BALTIMORE ENAMEL  
 AND NOVELTY COMPANY**  
 Permanent Advertising Signs

MT. WINANS  
 BALTIMORE, MD.

NEW YORK  
 200 FIFTH AVENUE



Permanence  
 for  
ECONOMY

# Which "One" Way To Reach the Weekly Field?

*In fairness to those who advertise for profit,  
let's find out if there is but one way*

**H**ERE are facts you will want to know—if you advertise for dollar profit. What we say may be heresy. But what we claim, we prove by facts. Facts based, not on what we say, but on what others say about us.

We are told there stands but one way to reach the millions through a weekly publication.

That may be right. Or it may be wrong.

If you want to reach women as well as men—want to "Meet the Wife" too, with your message—

If you want your copy in full position, your ad seen and read—

If you seek a publication uncrowded by competitive ads—one where seasoned advertisers have reduced inquiry cost as much as 40%—

If you seek to bring your advertising effort into closer alignment with your sales opportunity—

*Then Liberty has built another way for you.*

The success of Liberty is an advertising sensation. Publishing fails to present a parallel as dramatic.

Before it came you were left but little choice in weeklies. If you wanted to talk to women through

---

weeklies, you had an unsolved problem. Weeklies then were judged for men. Now we have made a weekly edited for men and women both.

Before it came you feared your ad would be buried. Thinking men wondered "Will mine be seen?"

So we constructed a weekly where every ad would be seen and read. Where every ad is "next to reading." A weekly that changed previous conceptions of "pulling power" by striking into a virgin field . . . a field uncrowded with competitive advertising.

Some advertisers "saw the light" and won stakes beyond their hopes.

Seasoned advertisers re-lived the thrill of 20 years ago when, by virtue of less volume of advertising, a full reading of their ads was a fact, not a gamble.

Now, what those men found, other men are finding—a new selling force, a virgin field discovered.

And while the field is still in development, profits from advertising will be multiplied. Markets will be won faster than ever before. A dollar will be made to do more work . . . return more dollar profit.

# 5c **Liberty**

*A Weekly for Everybody*

**CHICAGO**  
Tribune Square  
Phone Central 0100

**NEW YORK**  
247 Park Avenue  
Phone, Ashland 3710

**LOS ANGELES**  
406 Haas Building  
Phone, Metropolitan 3172

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helpless, due to the fact that registration is absolute evidence of ownership.

It has also been recommended by the American committee of the International Chamber of Commerce that the convention be amended so that the registration of marks, which are notoriously in prior use in any country that is a party to the convention, will not be permitted without notifying the prior user and giving him a chance to oppose the registration.

#### AMERICA WILL SUGGEST CHANGES

At Brussels in June, when the International Chamber of Commerce meets, its American committee will suggest amendments and additions for the treaty convention at The Hague in October. One of these would make it possible for a manufacturer to communicate directly with the International Bureau at Berne in dealing with trade-marks instead of applying to the Bureau through the offices of his own government. At present, when another country refuses a trade-mark that is sent to the Bureau at Berne for deposit and registration, the applicant receives notification only of the fact without indication of the grounds, due to the reply coming back through the same circuitous channels through which it is transmitted originally.

In the matter of unfair competition the American committee of the International Chamber of Commerce is suggesting that the phrase "unfair competition," as it is used in the Paris treaty, be interpreted to approach the meaning which these words have come to possess in the United States. Article 10½ of the Paris treaty reads, "All the contracting countries agree to assure to the members of the Union an effective protection against unfair competition." The American committee proposes the addition of the following explanation and definition:

"By way of enumeration but not of limitation, unfair competition shall include:

(a) Any and all representations, express or implied and however such rep-

resentations may be made, that the goods of one manufacturer or trader are the goods of another, such as by the use of colorable imitation of a trade-mark or other distinguishing name or symbol, the colorable imitation of a label or container or of any means of identifica-

- (b) Acts inducing breach of contract;
- (c) Trade libel;
- (d) Commercial bribery;
- (e) Enticing competitors' employees;
- (f) Betrayal of confidential information;
- (g) Disparagement of competitors and competitors' goods;
- (h) False use of testimonials, warrants, and appointments and false statements of membership in associations;
- (i) Intimidation of competitors' customers;
- (j) Attempts to cut off competitors' supplies or hamper distribution of competitors' goods;
- (k) Use of false indications of geographical origin;
- (l) Use of false descriptions of merchandise, and
- (m) In general, all acts contrary to law and honorable commercial usage.

"Each of the contracting countries agrees to take all such legislative or administrative measures as are necessary to protect the citizens or subjects of any of them against all acts of unfair competition, and to provide by law that the commission of such acts shall render the offender liable to an action for damages and to a decree against the continuance of such acts, at the suit of any person who is or may be damaged thereby or of any association of such persons.

"In particular the contracting countries undertake to repress and prohibit, by seizure or otherwise, the importation, exportation, manufacture, distribution, sale or offering for sale in its territory of all products or merchandise bearing any marks, names, symbols, devices, or descriptions, whatsoever which may be calculated, directly or indirectly, to convey a false indication of the maker or seller, the geographical origin thereof, or any, false description or representation, whether on packages, in advertisements, brochures, circulars, or posters, invoices, or certificates of origin, in any other way whatsoever.

"The cancellation of trademarks, the use or registration of which constitutes an act of unfair competition as enumerated in the preceding paragraphs, may be

ordered on the petition of any party injured."

The American Committee at the International Chamber of Commerce meeting at Brussels will also suggest that there shall be established a permanent international committee to act as an advisory council to the present International Bureau at Berne and on occasions to act as a court of arbitration in matters concerning rights in industrial property between nationals of different countries. This permanent committee would also pronounce opinions on any question of principle submitted to it and arising out of a dispute over a matter of industrial or commercial importance. This suggestion will probably meet with opposition at the Brussels conference; but even if it is favorably acted upon there, its success at The Hague is not at all assured.

From what Secretary Hoover has already laid down as the general aims of the American governmental commissioners at The Hague meeting and from other able opinions which have been expressed, it is more or less evident that this country's official representatives will concern themselves with obtaining primary justice for American patentees in the matter of working and licensing patents and greater protection for their trade-marks. It may be said that among many trade-mark attorneys the feeling is that America should ask for only a few changes in the international treaty and that the time is not ripe for attempting to write definitions of unfair competition into the treaty or giving judicial and arbitral powers to a permanent international committee.

At the present time the United States under the terms of the Bacon-Bernstorff treaty has a special agreement with Germany, which provides that: "The working of a patent, working pattern, design or model in the territory of one of the contracting parties shall be considered as equivalent to its working in the territory of the other party." Two years prior to the negotiation of this treaty,

Great Britain had enacted the Lloyd-George Act of 1907, which wrote working clauses into British law to break foreign patent monopolies, especially German monopolies in Great Britain. Germany was accordingly anxious to conclude a treaty with this country which would make the working of a patent in one country equivalent to working it in another. The German treaty was suspended during the war and was revived in May, 1922, at the instance of the United States. In 1909, Commissioner of Patents Moore stated that he had discussed patent relations with France and Great Britain. He said that he believed the time proper for seeking reciprocal waivers of working clauses with those governments, but nothing in the way of agreements were concluded.

Former Secretary of State Hughes appointed with the approval of the President as America's delegates to The Hague Thomas E. Robertson, Commissioner of Patents; Wallace R. Lane, Chicago; and Joseph Bailey Brown, Pittsburgh. Whether they will insist on the scrapping of all working and licensing clauses by the other countries which hold membership in the International Union for the Protection of Industrial Property formed at Paris in 1883 is something that can scarcely be predicted at this time. The suggestions of amendments and other changes that the American delegates will make are not definitely known at the present time.

### Patrick Henry with Delaney Agency

Patrick Henry, who recently resigned as vice-president of the McCutcheon-Gerson Service, Inc., Chicago advertising agency, has joined the staff of John F. Delaney, Inc., advertising agency of that city.

### Cornell Honors Fred M. Randall

Fred M. Randall, president and treasurer of the Fred M. Randall Company, Detroit advertising agency, has been elected to the board of trustees of Cornell University, Ithaca, N. Y.

## IN 1907



### A million dollar firm— and how it grew

IN 1907, the Union Steel Products Co., Albion, Mich., employed twelve workers. The plant was a one-story affair; the business, \$30,000 annually.

Today there are 300 employees, the factory covers three city blocks. Sales run into the millions.

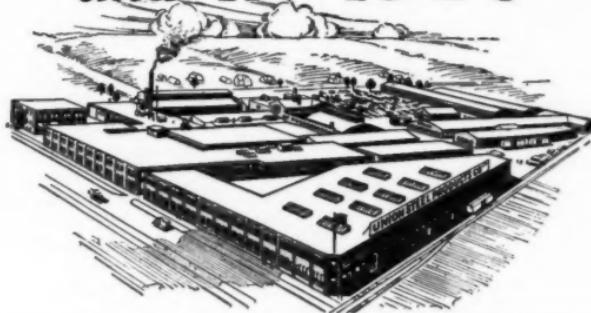
What increased this business?

Wise diversification of the line, and consistent advertising were prime factors. To the manufacture of sand screens (to which the entire plant was originally devoted) were added new products—each with a market known to be good. Facilities were increased and now the line includes such articles as wire baskets, canning outfits, racks, trucks, chutes and bakers' machinery.

#### A consistent advertiser in business papers

Coincident with the steady growth of Union's business has been the increase in the amount of business paper advertising—

*and IN 1925*



from practically no space to substantial representation.

The baking industry was cultivated. Space in several trade papers made Union's name well known. Today the company does 50% of its business in this field.

The hardware field is the most recent to be successfully entered and space is being carried to acquaint dealers with Union products.

This success is one of many in which business paper advertising has played an important part. In the merchandising of practically every product, there are trade, industrial or professional publications that should be used if the best results are to be obtained.

The most influential of these papers are members of the Associated Business Papers, Inc. This membership means circulation audited by the A. B. C.; real reader interest; and strict adherence to the highest standards of editorial and advertising content.

For information regarding these papers, the fields they cover, and how they can help your business to grow, consult our Advisory Service Department. No obligation.



"Member of The Associated Business Papers, Inc." means proven circulations PLUS the highest standards in all other departments.

## THE ASSOCIATED BUSINESS PAPERS, INC.

Headquarters, 220 West 42nd Street, New York City

Over 120 Publications Reaching 54 Different Fields of Trade and Industry

## When You Send Direct Mail to Your Dealer's Lists

By J. A. Fueglein,  
Advertising Manager, Louisville Varnish  
Company

ALL else being equal, a mailing to any properly selected list of names will prove ten times as effective as the same matter sent to a list of names collected in haphazard fashion. With this in mind, from the very beginning of our efforts to secure distribution of our household products, we have insisted on, and will accept from dealers, only a very limited number of names to whom we agree to send our advertising.

For many years, most of these lists were limited to twenty-five names, but on account of the increased selling value of our packages, which is now double what it was prior to 1916, most of these lists now average fifty names. I firmly believe ours is the only firm in this industry that has had the courage to offer a dealer such a small list and "make him like it" to use a popular expression.

Now what benefits or advantages should we expect as a result of this restrictive policy? We have found two.

First, it enables the advertiser to gauge his expenditures according to his sales. Every list which we have ever accepted from a dealer has been based on the amount of the order placed at the time the list is accepted. Our maximum allowance for direct-mail advertising is based on the consumer's name for each dollar's worth of goods bought, (net prices) not to exceed fifty names. Most of our lists still average twenty-five names.

In my judgment, this plan has a distinct advantage for the small manufacturer or one who is just beginning his distribution, as he can definitely limit his advertising expenditures to actual sales.

Portion of an address delivered at Pittsburgh before the Paint and Varnish Advertising Managers Conference.

The second advantage of a limited list accrues to the dealer because its very limitations compel him to select his names with care. Ask the average dealer for a list of names for advertising and if he has one, he'll likely give you the telephone directory or possibly a tax list. Sell him on the idea of selecting a list of twenty-five prospects for your goods or a maximum of fifty and he'll check over his customers very carefully, with the result that your mailing will bring an average of 50 per cent returns instead of the usual 2, 3, or 4 per cent.

## Tea Wagon to Be Featured in Fall Campaign

An advanced style of tea wagon will be featured in a national advertising campaign which will be conducted by The Furniture Shops, Grand Rapids, Mich., furniture manufacturers, starting in September. Magazines will be used for this campaign, which will be directed by the White Advertising Agency, also of Grand Rapids.

## L. T. Swallow Joins Silent Automatic Burner

L. T. Swallow has been appointed sales manager of the Silent Automatic Burner Corporation, Detroit, where he will be associated with Harry D. W. Mackay, director of sales. Mr. Swallow was formerly advertising manager of the Wayne Tank & Pump Company, Fort Wayne, Ind.

## R. R. Foster With Omaha Agency

R. R. Foster, formerly with the Bloodhart-Soat Company, Omaha advertising agency, has joined the Buchanan-Thomas Company, advertising agency of that city. He was at one time, in charge of the Chicago copy department of the Campbell-Ewald Company.

## Crane Company Elects C. D. Little

The Crane Company, Chicago, manufacturer of plumbing and heating supplies, has elected C. D. Little, vice-president and director of the company. Mr. Little, who had been general sales manager, will continue in charge of sales.

## New Account for Lord & Thomas

The Federal Telegraph Company of California, has appointed the New York office of Lord & Thomas to direct the advertising of a new radio receiving set which it is placing on the market.

## Amerseal Your Product

More and more packers in glass the country over are specifying the Amerseal for their containers.

They realize that with Amerseal as the closure for their bottles or jars there is not a chance of leakage—that their product will reach the consumer as pure and fresh as it left the factory—for the Amerseal seals airtight.

Yet the Amerseal is a perfect reseal—as easy to open as it is easy to close.

The Hay's Five Fruit Co., as do many other manufacturers, Amerseal their product. Amerseal yours.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely air-tight closure, easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

**Amerseal Your Product**  
*A Better "Seal-and-Reseal"*  
*Is Not Possible*

**AMERICAN METAL CAP COMPANY**  
 Brooklyn New York

Branches in the following cities:  
 Chicago San Francisco  
 Cleveland Los Angeles  
 Detroit Portland  
 St. Louis Seattle

Louisville



*Hay's Fruit Juice Co.*  
*use*  
*Amerseal*



## *Our Move*

HAVING just turned our first Quarter Century, we have found it necessary to move. The reason is: "growing pains."

FOLLOWING the shifting center of Advertising, we have moved uptown and now occupy the sixth floor of No. 8 West 40th Street, just off Fifth Avenue, and opposite the Public Library. Our new telephone number is Longacre 4000.

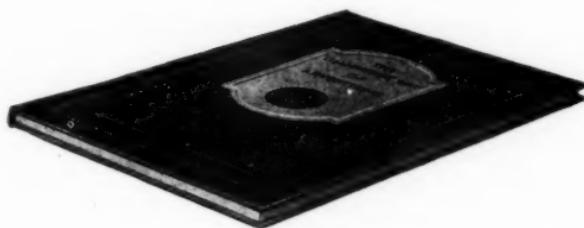
WE look back with pleasant recollection to our stay in Trinity Building, at 111 Broadway, where for twelve years past we have heard the hours tolled off by the solemn chimes of Old Trinity. It has been a period rich in experiences and friendships and we carry with us memories of many worth-while accomplishments.

IN our new home we look forward to doing still greater things, and to forming new friendships while retaining the old.

June 18, 1925

PRINTERS' INK

111



## *The Lillibridge Way of Advertising*

INCIDENT to our move, and commemorating our Twenty-fifth Anniversary, we have published a book, "*The Lillibridge Way of Advertising*." A copy of this book will be sent gratis to the responsible head of any business who may be interested in learning about an advertising agency service, tested over a long period of years, that is based on sales and advertising "objectives" rather than on commissions.

## RAY D. LILLIBRIDGE INCORPORATED

A GENERAL ADVERTISING AGENCY WITH AN ENGINEERING BACKGROUND

Established 1899



Incorporated 1909

NO. 8 WEST 40TH STREET

New York

# Plan \$250,000 Budget in Fight for Lower Postage Rates

National Council of Business-Mail Users Completes Organization and Starts Campaign

THE campaign of the National Council of Business-Mail Users to secure the passage by the next session of Congress of a bill reducing postage rates was formally launched at Chicago last week. The Council, the formation of which was related in the April 23, 1925, and May 14, 1925, issues of *PRINTERS' INK*, perfected its organization, authorized a budget of \$250,000 to carry on the work, decided upon an advertising campaign involving a minimum expenditure of \$65,000 and arranged for the opening of permanent officers in New York about July 1.

The Council also elected a managing committee, which chose Homer J. Buckley as president; David Burpee and Ray N. Fellows, vice-presidents; Col. E. T. Miller, secretary, and Ivan A. McKenna, treasurer. The officers together with a sub-committee consisting of J. G. Pattee, F. L. Innes, Edward T. Hall and Louis LeClaire were directed to handle the executive details and to report from time to time to the managing committee.

Richard H. Lee of New York, formerly associated officially with the National Vigilance Committee, was chosen as legal counsel and campaign director. Mr. Lee will have general charge of the work. An executive secretary will be engaged at once to co-operate with him and to direct the clerical staff and field men that the organization plan provides for.

As a basis for its operations the council adopted this platform:

*First:* We protest the increase in postal rates made by the last Congress as unjust and discriminatory to users of business mail.

*Second:* We advocate a just apportionment of postal rates, based on the cost of handling each class of mail, and recommend that rates should be based on a scientific determination, in which efficiency is the first consideration, and consideration is given, in addition to cost of operation, to the portion of

\*fixed charges that should be met otherwise than through rates.

*Third:* We declare firmly against any increase in the present rates of two-cent first-class letter postage.

*Fourth:* We favor the restoration of the one-cent private postcard.

*Fifth:* We favor the restoration of the third class rate for the purpose of encouraging the distribution of trade-winning sales messages, (Unsealed, 2 oz., for 1c.)

*Sixth:* We advocate the repealing of the "2c. service charge" on all parcel post packages.

*Seventh:* We advocate the establishment of reverse permit, or C.O.D. postage on return postcards and envelopes at a rate to be determined, that will be self-supporting.

*Eighth:* We recommend the removal from the post office expense and deficit all franking costs and department mail and the charging back to each department of the government their own mail conveying charge. In each instance it is a legitimate expense of the government and should not be saddled on mailers.

*Ninth:* We would encourage business men to reduce postal waste and inefficiency through better co-operation with the postal service, such as: (a) Earlier mailing each day, (b) Correct and complete addressing, (c) Better wrapping, etc., (d) Sorting and bundling by towns and railway postal routes before mailing.

*Tenth:* We believe in the principle of increasing the volume of business for the post office and thus lowering costs, which is a sound business fundamental and a successful business practice.

It is expected by those back of the association that the membership will include about 2,500 business firms and associations. Associations, firms and individuals will be admitted to membership.

It was ordered that the funds for carrying on the Council's work shall be raised by voluntary subscriptions. The finance committee will endeavor to allocate to each concern the amount of dues to be paid, which will be on a basis of probably 2 per cent of the concern's increased postage bill under the workings of the present law. For example, a firm that has to pay \$5,000 additional postage per year would be expected to subscribe for \$100 and so on. The

matter of dues was left open so that the privilege of membership would not be restricted to concerns or individuals of limited finances.

The finance committee has started on the work of raising the sum provided for in the budget. Meanwhile preparations will be made for submitting testimony to the Congressional Postal Commission on its forthcoming inquiry in several of the key cities of the country. The inquiry is expected to open at Atlanta early in July. The Commission will visit other cities in due course and the Council expects to have witnesses ready for each hearing.

After the Congressional hearings are out of the way, the Council's next task will be its national publicity campaign. The object is to foster favorable public opinion. To this end, business-mail users will be organized by States and Congressional districts. Mass meetings of trade organizations and merchants' associations will be held as a part of the widespread campaign of education. As a general background for the educational work there will be an advertising campaign. Page space will be taken in metropolitan and small-town newspapers, in farm papers and business papers.

#### A. N. P. A. Appoints 1926 Golf Committee

The American Newspaper Publishers Association has reappointed the golf committee which had charge of the tournament, held last April. Another tournament will be held in 1926 at the time of the annual convention. Members of the committee are: Roy Hollis, New York *Daily News*; J. F. Bresnahan, New York *World*; John C. Martin, New York *Evening Post* and Bernard Ridder, New York *Staats-Zeitung*.

A Southern committee has also been appointed and its members are: Chairman Allen Potts, Richmond *News Leader*; S. L. Slover, Norfolk *Ledger-Dispatch* and J. P. Fishburn, Roanoke *Times* and *World News*.

#### Joins Columbia Gas & Electric Company

H. M. Hitchcock has been appointed advertising manager of the Columbia Gas & Electric Company, New York. His headquarters will be in Cincinnati. He was formerly with Ray D. Lillibridge, Inc., New York advertising agency.

#### Insurance Trade Press Organizes

Representatives of the insurance trade press who were in attendance at a meeting of the Insurance Advertising Conference at Briarcliff, N. Y., last week, decided to form an association.

A meeting was called on the opening day of the convention, June 8, and an organization was effected. L. Alexander Mack, of the *Weekly Underwriter* was elected chairman, and Clifford De Puy, of the *Underwriters Review*, was made secretary.

#### New Accounts for Williams & Cunningham

The Franklin R. Muller Company, Waukegan, Ill., manufacturer of "Abe-stone" composition flooring and "Magnesite" stucco, the College Inn Food Products Company, Chicago, and the Walton School of Commerce, Chicago, have placed their advertising accounts with Williams & Cunningham, Inc., Chicago advertising agency.

#### Appoint Kimball-Mogensen

The Kimball-Mogensen Company, publishers' representative, has been appointed advertising representative of the Klamath Falls, Ore., *Herald* and the Hanford, Calif., *Sentinel*.

The Bakersfield *Californian* and the Visalia, Calif., *Times*, will be represented by the Pacific Coast offices of this company.

#### Name Changed to Walz Advertising Agency

Walz-Weinstock, Inc., Buffalo, N. Y., advertising agency has become the Walz Advertising Agency. Edwin J. Weinstock, who has been vice-president, has sold his interests in the agency to Ray E. Walz, president. Mr. Walz has taken over sole control of the business.

#### M. D. Laine to Represent "The Country Gentleman"

M. D. Laine, for several years representative of the Capper Publications in the Michigan territory, has joined the Detroit staff of the Curtis Publishing Company. He will serve on the advertising staff of *The Country Gentleman*.

#### Now the Lewis Asphalt Engineering Corporation

Gardiner and Lewis, Inc., New York, has changed its name to the Lewis Asphalt Engineering Corporation. There has been no change in ownership, management or policy.

#### Beloit "News" Appoints Prudden, King & Prudden

The Beloit, Wis., *News* has appointed Prudden, King & Prudden, publishers' representatives, as its national advertising representative.



## *Attractions and Activities of Florida in Summer-Time*



THE advertiser who overlooks the opportunities of Summertime in Florida makes as serious a mistake as he who imagines that this state is excessively hot and depressingly inactive in Summer.

Florida in Summer is both pleasant and active. Its activities along many lines are greater than in Winter.

Consider the narrowness of the peninsula. Its temperatures are moderated by the Gulf and the Atlantic. There are thousands of lakes in the interior. Sunstrokes are unknown. Nights are cool.

Up and down the peninsula this Summer — 1925 — construction work is progressing on "rush" schedules.

This is in addition to the usual activity of soil, forest, mine, fishery, manufactory.

*During 1924 automobile registrations in Florida totaled 195,128, an increase of 28 4/10 per cent. over 1923. Only two states exceeded Florida in the percentage of increase.*

Nor do any great number of Florida's year-round population take flight in Summertime. There are many Summer resorts within the state. Many, in fact, come to these resorts from adjoining states. This Summer an increased number of Winter hotels will remain open.

For covering this wonderful field the most efficient mediums are the Associated Dailies of Florida.

## ASSOCIATED DAILIES OF FLORIDA

*A cooperating group of the leading daily newspapers of the state.*

*For detailed information regarding the Florida field, rates and other data, address any of the following:*

Clearwater Sun	Jacksonville Times-
Daytona Journal	Union
Daytona News	Lakeland Ledger
DeLand News	Lakeland Star-Telegram
Eustis Lake Region	Miami Herald
Fort Myers Press	Miami News
Gainesville Sun	Orlando Reporter Star
Jacksonville Journal	Orlando Sentinel
Palm Beach Post	
Pensacola News-Journal	
Sanford Herald	
St. Augustine Record	
St. Petersburg	Independent
St. Petersburg Times	
Tampa Times	
Tampa Tribune	
Winter Haven Chief	

*Florida is one of the best year-round markets of the world for tires, oils, gasoline, accessories and everything connected with motoring or motor transportation.*



# THE ERICKSON COMPANY

## *Advertising*

**381 FOURTH AVENUE, NEW YORK**

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*If you want to know about our work,  
watch the advertising of the following:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
GRINNELL SPRINKLERS  
McCUTCHEON LINENS  
TAVANNES WATCHES  
PETER SCHUYLER CIGARS  
ANSCO CAMERAS AND FILM  
COLUMBIA WINDOW SHADES  
WELLSWORTH OPTICAL PRODUCTS  
TARVIA  
DUZ  
WALLACE SILVER  
HAVOLINE OIL  
THE DICTAPHONE  
BARRETT ROOFINGS  
NAIRN INLAID LINOLEUM  
COOPER HEWITT WORK-LIGHT  
L & G AGATE WARE  
BONDED FLOORS  
TAO TEA BALLS  
NEW-SKIN

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*What we've done for others we can do for you.*

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Member of the American Association of Advertising Agencies  
Member of the Audit Bureau of Circulations  
Member of the National Outdoor Advertising Bureau

# Advocates Co-operative Advertising for Life Insurance

An Insurance Advertiser's Appraisal of the Life Insurance Business

By John A. Price

[Editorial Note: The following statements are part of an address made by Mr. Price before a meeting of advertising managers of insurance companies at Briarcliff, N. Y., last week. Mr. Price directs the advertising of the William A. Woods Insurance Agency of Pittsburgh, a selling organization which maintains a corps of statisticians, a research and medical staff, and which is reputed to be the largest sales volume producer in the insurance field. Mr. Price, it should also be noted, is advertising manager of the Peoples Savings and Trust Company of Pittsburgh and of several other Pittsburgh financial institutions.]

**W**ITHOUT qualification—speaking in terms of the public as a whole—America is ignorant about the fundamentals and potentials of life insurance. This seems a rash statement, when measured against the colossal stride in sale figures, but I contend that the vast increase is a tribute to the native intelligence of the American mind, and the loving forethought of the American heart, rather than to sales organization genius of American insurance companies.

The time is ripe for the American life insurance companies to get together to sell America the big idea, in all ramifications. Inherently, the country is already sold, but this favorable subconscious mental attitude lacks focus. It has not been crystallized into mass formation. The public mind has not made personal application of a doctrine it accepts in theory. America has not been told, with the weight of authority and in a big way, that what it believes to be true is true, about the virtues of this marvelous institution.

No commercial romance has been more dramatic. Despite all the trials and tribulations through which it has passed, only a fool would indict the soundness of the concepts and policies which have reared it to its present estate. But now we are at the fork of the road. We must determine whether

we are going to let life insurance grow a natural growth, or force the issue. I am in favor of forcing the issue, by applying the same methods of mass selling which are employed in selling other nationally standardized articles. I cannot bring myself to believe that there are any fundamental differences in the problem which cannot be solved by careful analysis and courageous methods.

I advocate co-operative advertising for life insurance—

First. Because it will make the field more fertile and productive for the present workers, by creating new potentials, which they, as individuals working in a limited sphere, can never create.

Second. Because I believe that the increased volume which would result from the big nationalization of the project, would in a very short time establish new volume sufficient to absorb costs.

Third. I believe that, irrespective of cost and theoretical objections, it is the altruistic duty of life insurance as an institution to discover itself to America. It should be propagandized to the extent that failure of the most ignorant citizen to provide for his own future and the future of his loved ones may be charged fairly to lack of good intent, rather than to ignorance of life insurance and its workings.

To me it seems as though every factor in the situation is favorable for big-league merchandising methods.

First. The product is right.

Second. We have national distribution.

Third. We have a favorable state of public mind.

Fourth. The cost, working in co-operation, should not be prohibitive.

Fifth. Experience in the co-operative merchandising of other

commodities gives every reason to believe that such a program, well conceived and thoroughly executed, will be resultful.

Sixth. The number of prospects is without limit.

Seventh. Once sold, the desire is cumulative.

Eighth. A package which will stand up under time.

Ninth. The sale of a life insurance policy is the highest form of human service.

Before attempting to formulate plans for a combined effort on the part of American life insurance companies to nationalize the big idea, it is necessary to analyze the situation with meticulous care.

Failure will inevitably result unless the big guns are always on the target.

Let us examine the mass mind in an attempt to discover where it is vulnerable.

In the first place, it is not thoroughly informed, and its knowledge of the many ways in which life insurance can meet its specific and varying needs is hazy.

I submit that the first step in merchandising life insurance to America, would be educational information.

The claims of competing agents in the field, advancing the various virtues of different policies, have pulled the public mind out of focus on fundamentals. America is buying life insurance on *faith* and not upon *knowledge*. It is the duty of the institution of life insurance to define clearly and sharply, but in an exceedingly elemental way, the scope as well as the limitations of its various packages.

I used to advertise a department store, and I cannot escape the conviction that the uninformed public has a tendency to regard life insurance as it regards job lots—everything tossed on a table in more or less disorder, and bought with lurking suspicion that the feverish activity of the salesman has its origin in the PM on the ticket, rather than from any honest desire to render a lasting and satisfactory service.

This does not apply to the small percentage of highly intelligent

buyers, but that percentage will always remain small.

Let it be remembered that the nationalizing of life insurance is a problem of the mass mind, thoroughly incapable of nice distinctions in anything approaching a technical problem, and always acting upon impressions and impulse rather than upon facts and logic.

Life insurance is a highly technical business. The failure of many life insurance agents is due to lack of understanding of that technical business. The failure of many life insurance agents is due to lack of understanding that technical exposition is a minor factor in the creation of buying impulse. This fact should be scrupulously observed in the nationalizing of life insurance. It would be futile and high folly to attempt to impress upon the public, figures and fine shadings affecting the various kinds of policies. The best that could be hoped for, and all that should be attempted, is clear and simple definition of the uses and needs of various policies.

The average person who makes up his mind to buy life insurance may be likened to a tourist in a strange city, unmarked by guide posts—he knows or believes there is a way to where he wants to go, but lacking the authority of the official sign post, he will follow directions of the first person he asks, with the result that he often gets on the wrong road.

I think it is the business of life insurance to erect sign posts on its major highways, establishing a confidence of general direction which could not be swayed by individual representations, often seeking profit rather than the client's best interest.

In addition to enlightenment about the kinds of policies, the economic scope of life insurance should be portrayed clearly, with the view of establishing a new perspective and a different mental attitude about parting with money for life insurance.

I have examined with thoroughness much that has been written concerning sales resistance on the part of the prospect, and the fur-

## Hardware Men are Human

They subscribe for this great popular magazine for hardware men, because it is full of real business discussion—humanized.

Advertisers get assured attention to their messages to the Hardware trade. That explains a 40% growth in its advertising volume in the past two years. No other Hardware paper even approaches this record.

372 Seventh Ave.  
New York



MEMBER AUDIT BUREAU OF CIRCULATIONS

ther I go into the subject the greater becomes my conviction that the tap root cause for refusal to buy sufficient life insurance, is the excuse "I can't afford it."

I indict the sales wisdom of the American life insurance companies for failure to correct, in a dramatic and convincing way, this fallacious conception of premium receipts.

*Money for life insurance is saved, not spent*—should be burned into the very soul of America, for when the country learns this, the biggest gun of sales resistance will be spiked.

And the job isn't for one life insurance company. The institution of life insurance is suffering because there has not been established authoritative contradiction of this pleasant but unsafe attitude of not being able to afford it.

The first law of merchandising, "Nothing will sell itself," holds true for life insurance. In various talks with different life insurance executives, I am often informed that the country is "sold" on life insurance. What they really mean is that the country is rapidly accepting the *theory* of life insurance, forgetting the vast gulf separating consumer acceptance and consumer action on acceptance. I am urging consolidated effort to translate this growing theoretical acceptance into the reality of sales. *Procrastination*, born of unquenchable hope of brighter tomorrows, and not from lack of desire or need for insurance, is permitted to flourish without serious challenge. The public should be taught that the life insurance agent is a public servant of the highest type, meeting an imperative human need. His high status should be clearly defined, and chiseled deep in the public mind, by co-operative advertising, relieving him of the embarrassing predicament, in which he often finds himself, of justifying himself before the bar of public opinion. Who should be more glorified in the public estimation than the life insurance agent? He is the ambassador of a safe tomorrow, the only active, day in

and day out, personal influence for thrift in this spending country of ours. That he is succeeding in climbing to his rightful position is due to his own belief in himself and his work, rather than to any large conception of co-operation functioning in his behalf.

I am advised, by those whose judgment I respect, that cost would prohibit the carrying out of these ideas on a large scale. But I believe the time is approaching when the big experiment will be made, and that the same genius, courage, and vision which have piloted the ship thus far, will find a way to make proper distribution of costs, which I feel sure would be merely a temporary debit, to be absorbed by the profits arising from the increased volume. Experience of other co-operative efforts indicates this.

No venture of this nature should be attempted without thorough co-ordination with the men and women in the field. Success will never be attained without complete harmony prevailing on the part of the underwriting companies, and a perfect willingness to sacrifice individuality for the general advancement of the cause.

But mark you, this plea for co-operative effort to paint the big picture, instead of abrogating the splendid work various companies are now doing as individuals, should, on the other hand, be reason for greater efforts along the lines they are now pursuing. *Pool your efforts to explain the basic ideas*, and to create desire. Individualize your efforts to influence the direction of the desire when it has been created.

#### Highway Lighthouse Account for O. S. Tyson

The American Gas Accumulator Company, Elizabeth, N. J., and its subsidiary, the Highway Lighthouse Company, have placed their advertising accounts with O. S. Tyson and Company, Inc., New York advertising agency.

#### Pacific Coast Has New Sports Magazine

The Pacific Sportsman Company, San Francisco, of which E. R. Kauffman is president, has started publication of the *Pacific Sportsman*. It will be published monthly, starting with a June issue.

# Lowest Milline Rate

The Knickerbocker Press and the Albany Evening News, with a combined circulation in excess of 65,000, offer the lowest milline rate in New York State (excepting New York City and one newspaper in Buffalo).

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*Write for Our Folder,  
"Facts About Albany and The Capitol District"*

**THE KNICKERBOCKER PRESS  
and the  
ALBANY EVENING NEWS**

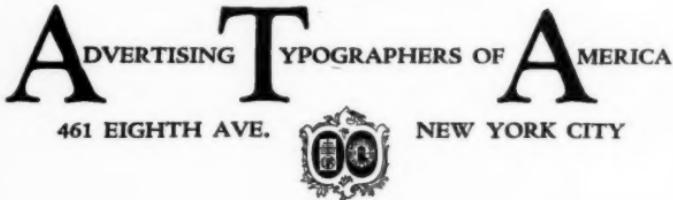
June 18, 1925



## BOTH *in the same boat*

When the Copy is finally written and the Rush is on, there are Two who Bear the Brunt; the PRODUCTION MAN who knows how to give an order, and the TYPOGRAPHIC SERVICE that knows how to carry it out.

NEW YORK GROUP OF



### MEMBERSHIP:

AD SERVICE COMPANY  
Lackawanna 8577

ADVERTISING AGENCIES  
SERVICE CO., Lackawanna 9040

THE ADVERTYPE CO., INC.  
Longacre 6376

E. M. DIAMANT TYPOGRAPHIC  
SERVICE, Caledonia 6741

FROST BROTHERS  
Chickering 2665

DAVID GILDEA & COMPANY  
Rector 6676

MONTAGUE LEE COMPANY  
Lackawanna 8834

FREDERIC NELSON PHILLIPS  
INC., Lexington 8250

SUPREME AD SERVICE  
Pennsylvania 4705

TRI-ARTS PRESS, INC.  
Caledonia 1987

TYPOGRAPHIC SERVICE CO. OF  
N. Y., INC., Bryant 4483

THE WOODROW PRESS, INC.  
Circle 6383

MEMBERS NEW YORK EMPLOYING PRINTERS ASSOCIATION

# More About Copyrighting Advertising Material

Perhaps This Will Help Clear Up a Great Deal of Confusion

GARDNER ADVERTISING COMPANY  
St. Louis, Mo.

Editor of PRINTERS' INK:

Recently we sent to the Copyright Office the enclosed Pet Milk advertising displays, with the request that they be copyrighted. This was made out on Form K, sample of which is enclosed.

On March 26, we received a letter from them as follows:

"The Copyright Office is in receipt of your applications on behalf of The Pet Milk Company for registration of prints entitled 'In Cooking It Gives the Cream and Butter Flavor' and five others. We have also received your fee of \$6.00 and copies of the work.

"The Act of June 18, 1874, which has been held by the Attorney General of the United States to be still in force, provides that prints and labels relating to articles of manufacture should be registered for copyright in the Office of the Commissioner of Patents, and not in the Copyright Office. The prints you enclose seem to belong to the class of articles named in the act cited, and application for copyright registration should, therefore, be made to the Commissioner of Patents."

Now, the difference between copyrighting something in the Library of Congress (Copyright Office), and copyrighting something in the Patent Office of the Department of the Interior, is \$5.00 for each piece. On this particular display it would be a difference of \$30.00. Now, in the matter of a label the difference in cost would not amount to much; but where an advertiser is putting out different material every other week and having it copyrighted, in the course of a year this amounts to considerable, and we are anxious to save the advertiser the extra cost, which we could do if a copyright on this in the Copyright Office would be permissible.

GARDNER ADVERTISING COMPANY  
C. P. MICHELS,  
Production Manager.

THIS interesting letter brings up a point that is little understood and causes no end of confusion. The writer of it probably, and quite naturally, has been misled by the fact that lithographers, printers, artists and others frequently copyright illustrations in the Copyright Office of the Library of Congress, and these illustrations are later used for advertising purposes, in publications, catalogues or dealer helps.

When such copyrights are secured, the illustrations, while they may bear titles, do not bear any-

thing that can be classed as advertising claims or legends. The pictures are clearly works of art, which may or may not be used for one or more of a hundred commercial purposes. They may illustrate selling ideas or arguments which may be applied to several different lines of business, and copyright registration, filed in the Copyright Office (Library of Congress), offers very valuable protection to the owners of such material while they are disposing of their property to the advertiser. These copyrights are granted, under a broad interpretation of the law, by considering the material as "pictorial illustrations or works connected with the fine arts."

As soon, however, as the copyrighted illustrations are applied to some advertising purpose to promote the sale of articles which are not connected with the fine arts, their protection under the registration granted by the Copyright Office becomes highly problematical. This is so because the law specifically states that no prints or labels designed to be used for any other articles than works connected with the fine arts shall be entered under the copyright law. But they may be registered at the Patent Office.

When an advertiser buys outright an illustration which has been copyrighted in the Copyright Office, it is best to have the registration cancelled and then have all the material bearing the illustration registered in the Patent Office. If the artist or owner merely sells the right to use the illustration, as in the case of a famous painting or illustrated character, the illustration should bear the owner's copyright notice, and the advertiser could then register his copyright on the advertising copy in the Patent Office.

It is certainly not practicable for the advertiser to copyright an

illustration in the Copyright Office, since such registration does not protect the material as a whole and leaves all of the wording open to infringement. It is worse than useless to attempt to protect a piece of advertising material by securing registration at both the Copyright and the Patent Office, for if litigation arose in protecting the copyrights, a Federal Court would probably hold that such an attempt at double registration was illegal.

The best practice is for the advertiser to purchase uncopyrighted illustrations, then add his captions, copy or advertising legends, and have every complete piece of material copyrighted through registration in the Patent Office. This is necessary, if adequate protection is to be obtained. The enclosures mentioned in the above letter were press proofs of display dealer material bearing highly-artistic and expensive illustrations, with legends such as "Pet Milk—wholesome for baby, for everybody. Fresh, Clean, Safe, more easily digested than ordinary milk," and "More Than Twice as Rich as Ordinary Milk."

There can be no intelligent question that statements of the kind, when they describe and are identified with a manufactured product of high quality, are worthy of every possible protection. But copyright registration of an illustration in the Copyright Office of the Library of Congress cannot protect them. Copyright registration in the Patent Office offers the best safeguard that it is possible to secure. The latest edition of "Trade-Marks, Prints and Labels," a booklet of general information regarding the protection of registered marks and copyrights, published by the Patent Office, has this to say:

"A print or label differs from a trade-mark in that it must be descriptive of some goods, and covers all the matter appearing thereon rather than some special part thereof. Copyright gives the owner the right to sue directly in the Federal courts and obtain damages fixed by law."

The copyright referred to is the registration in the Patent Office. Such a registration offers the best possible protection to original and complete illustrated advertising material. When this fact is considered, the cost of \$6 per registration would seem to be entirely reasonable.—[Ed. PRINTERS' INK.]

### H. N. Kellogg Resigns from A. N. P. A.

H. N. Kellogg, chairman of the Special Standing Committee of the American Newspaper Publishers Association, will resign from that position January 1, 1926, to go in business for himself. He will be succeeded by Harvey J. Kelly, secretary of the Pacific Northwest Newspaper Association. Mr. Kelly will go to Indianapolis, where Mr. Kellogg has his headquarters, on October 1, 1925.

### W. T. Hedges with H. P. Sinclair & Company

Will T. Hedges has been appointed director of marketing of H. P. Sinclair & Company, Corning, N. Y., glass manufacturers. For the last nine years he has been manager of the Pyrex sales division of the Corning Glass Works, of that city.

### New Account for United Agency

Lionel Strongfort, Inc., Newark, N. J., physical culture instruction, has placed its advertising account with the Newark office of the United Advertising Agency. Plans call for the use of magazines and direct-mail advertising.

### Fuller & Smith Add to Staff

Leigh Hunt has joined the service department of Fuller & Smith, Cleveland advertising agency. He formerly was with the advertising department of The Cleveland Metal Products Company. More recently he has been with William Feather, Cleveland publisher.

### Jerome Brown with Continental Agency

Jerome Brown has joined the staff of the Continental Advertising Company, New York, as an account executive. He was formerly with the New York Times and more recently was with the Phonograph & Talking Machine Weekly.

### Redonda Beach to Spend \$10,000 on Advertising

The trustees of the city of Redonda Beach, Cal., have voted to spend \$10,000 in 1925 to advertise that city.

# Improving The Publishing Art

RADIO DIGEST publishers are striving to improve the art of publishing. Printing on newspaper stock, we have worked to secure better results than is ordinarily secured by using expensive paper. Success in our undertaking has partially crowned our efforts to judge from the following excerpt from a letter received by us:

*"I have been in the printing business nearly forty years. This issue of the Radio Digest which lies before me now is the finest production of its class that I have ever seen. The art work, engraving, composition and press work, sums up as the best piece of high-speed production on news print stock that I have ever seen. It should go a long way toward establishing the Radio Digest more firmly with all classes of readers—from the office boy to the bank president."*

We will be glad to furnish advertisers or advertising agencies using print paper, all the information we have on this subject. Sample copies of Radio Digest will be mailed on request.

Address either our New York offices, located in the Park Lexington Building, 247 Park Ave., under the direction of Mr. Wm. A. Thompson, or, the home office.

## Radio Digest

PROGRAMS

510 N. Dearborn Street  
CHICAGO

E. C. RAYNER, Publisher



# “Fifty-two,” the Magic Number in Selling

The Influence of the Occult in Salesmanship

By Martin Hastings, Jr.

PERHAPS you will not agree with me that there are just fifty-two ways to sell goods. Perhaps you will say that there are at least 500. On the other hand, you may be so old-fashioned in your views as to claim that selling methods cannot be mathematically grouped and arranged in order. All right. In either case I agree with you. We will not have any argument on that score. But for the present will you please bear with me to the extent of conceding that there are exactly fifty-two ways? If you are not willing to concede my hypothesis, you will spoil my story. What I have to say hinges so definitely around the figure “52” that trying to write the article without it would be like playing Hamlet with the part of Hamlet omitted.

Let us see now if the point can be proved. If the readers of *PRINTERS' INK* were to analyze the methods of their own successful salesmen they would probably find numerous reasons why these men are succeeding. Some of the men would attribute their success to their magnetic eyes. Another company would swear that it never had a salesman make good who does not talk out of the corner of his mouth. As a result it now hires only salesmen who are able to hiss their arguments through distorted lips. Other manufacturers will tell you that they care little about a salesman's qualifications so long as he has had experience in their line.

Then there is the psychological school of salesmen. These fellows believe that all you have to do is “to hold the thought” or to smile winningly and to keep on smiling, though the prospect frown his meanest. There is also the trickster school. These boys believe that if they cannot get in to see a prospect all they have to do is to

yell “fire” and that they will then be able to deliver their sales talk as the prospect runs down the fire escape. Other schools with which everyone is familiar are the story tellers, golf players, ear wigglers, sample jugglers, the orators, the jolliers, counter leaners, the experts, the diagnosticians, and so on and so forth. When you come to figure out the different kinds of salesmen there are and the queer bag of assorted tricks that many of them carry, you will more than ever be inclined to pooh-pooh that arbitrary figure of “52” which I have established. But wait.

## FEW SPECTACULAR SALESMEN

Though you undoubtedly know many salesmen of the type I have described, isn't it a fact, nevertheless, that very few of the good salesmen with whom you are acquainted have any of the peculiarities mentioned? Are they not just ordinary everyday fellows, such as you and I? They do not yodel for orders, or pole vault office partitions to get in to see prospects. They are quiet and orderly and well mannered. They exhibit an unostentatious confidence not only in themselves but in their propositions. They work hard, mind their own business, never allow themselves to be discouraged and that is about all there is to their methods.

I spent six years of my life interviewing salesmen. Several thousand salesmen must have come under my observation during that time. Out of the vast lot I cannot recall more than a dozen who used “clever” or “tricky” or “sensational” methods of any kind. The rest of them got into my good graces or at least tried to, by the exercise of plain common sense.

I recently picked out a half dozen extraordinarily successful salesmen and asked them to tell

# Pointed Paragraph No. 6

Where else, at College Humor's low rate, can you find \$115,000 paid voluntarily on newsstands once a month by 300,000 people with collegiate background and with free-spending proclivities evidenced by our price of thirty-five cents a copy? *Go further*—estimate against circulations running millions; College Humor still proves up your greatest buy.

## College Humor

### CHICAGO

B. F. PROVANDIE  
*Advertising Director*  
310 S. Michigan Ave.  
Harrison 3433

### NEW YORK

GEO. W. STEARNS  
*Eastern Manager*  
Flatiron Building  
Ashland 7329

# DOMESTIC ENGINEERING

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*A* Business Paper  
for the Plumbing and Heating Industry

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Why  
do we  
publish  
more than  
twice as much  
advertising  
as our nearest  
competitor?

*Member: A. B. C. and A. B. P., Inc.*

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DOMESTIC ENGINEERING PUBLICATIONS  
1900 PRAIRIE AVENUE

DOMESTIC ENGINEERING  
THE PLUMBING AND  
HEATING WEEKLY  
ESTABLISHED 1889

CHICAGO

DOMESTIC ENGINEERING  
CATALOG DIRECTORY  
OF PLUMBING AND  
HEATING SUPPLIES

me to what they attributed their unusual selling ability. One of them is a man who has built up a remarkably large tailoring business. He started on a shoe string four years ago and today has one of the most thriving tailoring establishments in New York. He tells me that there isn't anything exceptional about his methods. All he does is to keep selling. He aims to spend five hours a day, except Saturday, calling on prospects. His canvass is a simple affair, running something like this: "Just dropped in for a minute to see if you may be interested in ordering another suit of clothes. If you are, I have my samples here, ready to show you. If you are not in need of more clothes now, I'll call again in a few months." He says that he often makes twenty-five or thirty calls without being given a chance to show his samples. But that does not worry him. He keeps on calling, despite turn-downs, realizing that if he is invariably pleasant and courteous he will eventually strike someone who is interested. Occasionally the interested ones are encountered in batches — as many as a dozen in a single morning's work.

This man says that the law of averages always operates. All he has to do is to keep plugging away and he will certainly get about so much business. But the law of averages won't work unless the salesman also works. A salesman cannot put the law of averages to work and then hop off to spend the afternoon at a ball game.

The second man on my list is a life insurance agent. He does not use a pick-axe to break into private offices and after getting in scream, "How old are you," at the victim. On the contrary, he never uses spectacular methods. He courteously asks for just a minute of his prospect's time. If he gets it he delivers himself of this piece of strategy: "I assume that you think you have enough life insurance. Probably you have. But if you would like to learn of some new kinds of insurance we are offering, I will be glad to call and explain these new policies to

you next Tuesday or Wednesday afternoon. I'll only take a few minutes. Which day would you prefer?"

By always assuming that his prospect is too busy to see him then, he often wins the prospect's confidence to such an extent that he is told to go ahead and tell about the policies right away. Where this does not happen, he succeeds in getting so many appointments that much of his time is booked up. If there is a secret to this man's methods it is nothing more than to make calls and then some more calls and each time he gets a prospect's ear to make the solicitation that he has found best.

If I were to describe the methods of the other four exceptional salesmen that I have in mind, the description would be nothing more than a repetition of those I have just described. One of them is a canned goods salesman, another sells underwear, another fountain pens and mechanical pencils and the fourth represents one of the big oil companies. All of these men are more successful than the average, not because there is anything particularly brilliant about them but because they work systematically and are willing to spend more than the average number of hours in calling on prospects.

#### SELLING RUTABAGAS

I wasn't very old when I learned that selling is essentially a matter of making calls on prospects who should be able to buy the thing that is for sale. For some reason my uncle always used to grow a lot of rutabagas. I believe he had a theory that growing the Swedish turnip was a good way to tame wild land. Anyway the big problem each fall was to sell these turnips. There were not enough grocers in nearby towns to absorb the crop, although a few hundred bushels were sold in this way.

To sell the rest we had to create a market for them. This is how we did it. Each morning we would start out with two wagon-loads of turnips. My uncle would take one road and I another. We called at each farm home that we

came to. As soon as I could make my voice heard above the barking dogs, I said to whomever came out to find the object of my call, "Wouldn't you like to lay in a supply of nice rutabagas for the winter?" When the proposition was put just that way nearly every farmer would buy—from a bushel up to maybe ten bushels. About the only ones that refused to buy were those who raised turnips themselves. Ordinarily people do not buy a lot of turnips at a time. They buy a few pounds, a peck or a bushel at the most. But when the idea of laying in a supply for the winter was presented, just as potatoes are laid in, the average sale was a few bushels.

One year we tried the same plan in town, figuring that the houses were so close together that a load could be sold in no time. But the idea did not work. Housewives told us repeatedly that they could get their rutabagas from their grocers as they needed them. Farmers, however, could not at that time visit a grocery store regularly during the long and stormy winters and were therefore susceptible to the proposition which we made to them. Selling them became simply a matter of making calls. In the course of two or three weeks we called on nearly all the farmers in a radius of ten or twelve miles and this was enough to dispose of the crop.

I do not wish to say, of course, that making calls is all there is to selling. The calls must be made intelligently. The salesman must know his line well enough to be able to talk it effectively and to answer all objections that may come up. His personality must be pleasing enough so that his presence or his manner will not antagonize those on whom he calls. The product, too, must be right—at least equal to competition. But if a salesman has such a line and the other few necessary qualifications I have mentioned he should be able to sell provided he calls on enough prospects.

What, then, about the fifty-two methods which I mentioned at the beginning of the article? That was a mistake. There aren't fifty-

two methods. What I meant to convey is that a salesman should work fifty-two weeks in the year and the results will be almost certain to take care of themselves. Perhaps he should take two weeks vacation, but the vacation is after all only a preparation for the work. Success in selling isn't so much a matter of methods as it is a matter of keeping at it. The fellow who uses fifty-two selling tricks only when the spirit moves won't get nearly so far as the salesman who just simply works.

### Ernest Fisher Joins United Advertising Agency

Ernest Fisher, who was formerly in the advertising business for himself, has joined the United Advertising Agency, New York, as an account executive. He was at one time advertising manager of *Asia*, New York.

### "Commercial News" Moves to St. Joseph, Mo.

The offices of the *Commercial News* have been moved from Omaha, Nebr., to St. Joseph, Mo. and the publication will hereafter be published by the Retail Review Company. Dean Wilde will continue as manager and C. J. Nuttall will remain in charge of the New York office.

### Gordon-Marx to Conduct Knit Wear Campaign

The Gordon-Marx Company, Cincinnati advertising agency, has been appointed to conduct an advertising campaign for the Taylortex Mills, Reading, Pa., manufacturer of knitted wear for women. Plans call for the use of magazines.

### Refrigerator Account for Britton & Chadwick

The Ward Refrigerator Manufacturing Company, Los Angeles, Calif., has placed its advertising account with Britton & Chadwick, advertising, of that city.

### Charles Bronson with Curtis

Charles Bronson, formerly with the Chicago office of the Standard Farm Papers, Inc., has joined the Chicago staff of The Curtis Publishing Company.

### New Account for Edwin Bird Wilson

The Buffalo Trust Company, Buffalo, N. Y., has placed its advertising account with Edwin Bird Wilson, Inc., New York advertising agency.



EVER since 1867 the Peaslee-Gaulbert Company of Louisville has been making good paints and varnishes.

58 years of knowing how and of honorable dealing have won for Pee-Gee products the confidence they deserve; and have brought about a close and sympathetic tie-up with a large group of good dealers that is truly remarkable.

Peaslee-Gaulbert entrusted to us the task of telling more people about their products.

They say we're doing it well.

## Williams & Cunningham

*Whose business is the study and execution of good advertising*



SIX NORTH MICHIGAN AVENUE • CHICAGO

# Listing Names of Local Dealers in Newspaper Copy

Gold Dust's Plan of Combining Special Offer with Directory of Dealers in Annual Spring Newspaper Drive

**A**S ye show, says the merchandising paraphraser, so shall ye sell. And that's about as true of advertising copy as it is of store display. The moment an advertisement arouses the desire to possess, the first thing the reader wants to know is where the article advertised may be obtained. If the copy doesn't show that, show it clearly and unmistakably, the reader can but read and weep.

Too many advertisers of drug and grocery store products are rabid optimists when it comes to distribution in this or that town, or they wouldn't so readily incorporate in their local copy the too easily written line, "At all stores." How often have gentle readers of car cards, posters, outdoor displays and newspapers been turned into violent readers by those innocent words. The guileless consumer, residing in the far west end of Cleveland, for instance, reads the intriguing advertisement of a face powder or a salad dressing, which, it says, may be obtained "at all stores" or "at the better stores," and straightway burns with desire to possess it. She treks her neighborhood fore and aft until desire fails. Thereafter the sight of those words, "at all stores," produces only gnashing of the teeth.

Just how to indicate in small-space copy the particular stores where a product is on sale, when it is not actually on sale "at all stores," is evidently beyond any advertiser's ingenuity. But if local distribution is anything short of 100 per cent, it would seem to be better to list one store, or three, or six, where the product is known to be actually on sale, than to write in a wish for a fact. An alternative, of course, is to try and bring distribution up to 100 per cent on whatever phrase is used, such as "at leading stores" or "at all department stores" or "at the better downtown stores."

The plan adopted by the Gold Dust Corporation is to use a special campaign of newspaper advertising each spring and list in each advertisement the names and addresses of all dealers who are known to have stocks of Gold Dust on hand. The idea back of the plan is to stimulate the use of Gold Dust for spring housecleaning. The campaign is hung on a special offer—a large package of Gold Dust for 25 cents, or two small packages for 9 cents. The advertising announces that this special offer is made for one week. Well before the advertising starts, dealers are called on individually and their stocks checked. The company therefore knows positively that when it lists a dealer's name in an advertisement, that dealer has Gold Dust on hand.

This annual spring drive is limited to a particular list of cities where it is known that sales need stimulation. The company has put on these drives annually for the last ten years. Each year a list of cities is chosen and certain newspapers are selected in each. For the 1925 campaign the advertising is being run in about twelve of the larger Eastern cities.

Full-page space is used. More than half of the space is taken up with a list of the dealers' names, arranged alphabetically under sub-captions of the letters of the alphabet. The copy proper occupies the upper central portion. It is brief but strongly displayed. The caption features the special offer—"Special! All this week. Gold Dust, your first need for spring cleaning." This is followed by the prices and a large cut of the package. There are three short paragraphs of copy:

You can meet the spring with smiling face when you think of the bully working partner you have in Gold Dust. Nothing can take its place for housecleaning.

Upstairs and downstairs—in kitchen,

# 13

## *The Hoodoo*

for most everybody  
BUT  
NOT FOR THE  
**DAYTON NEWS**

The total national and local advertising lineage for May, 1925, has been divided into **THIRTEEN** distinct classifications. In each classification the **DAYTON NEWS** shows a substantial lead over both its competitors.

THE LUCKY 13	Dayton News	2nd Paper	3rd Paper
Automobiles and			
Accessories	<b>142,366</b>	54,208	99,036
Men's Wear	<b>74,116</b>	36,834	15,988
Women's Wear	<b>76,258</b>	52,724	10,234
Financial	<b>35,868</b>	26,208	30,072
Foods	<b>104,286</b>	70,644	24,990
Drugs and Sundries	<b>67,256</b>	33,628	26,110
Musical Instruments			
and Radio	<b>41,300</b>	19,012	16,422
Resort and Travel	<b>27,748</b>	2,660	23,996
Furniture	<b>159,222</b>	104,944	55,224
Shoes	<b>18,326</b>	11,802	6,076
Department Store	<b>300,538</b>	109,158	107,884
Miscellaneous	<b>207,150</b>	109,652	163,058
Classified	<b>245,244</b>	116,892	140,904

Members of the News League of Ohio  
Dayton News—Springfield News—Canton News

SOLD IN COMBINATION

I. A. KLEIN  
50 East 42nd Street, New York      I. A. KLEIN  
410 North Michigan Ave., Chicago  
In Florida It's The Miami Daily News

1<sup>st</sup>  
in  
Albany

*By every  
possible  
logical  
comparison!*

First in daily circulation and first in City circulation, according to A. B. C. statement.

First in National and first in Local advertising, according to De Lisser Bros., advertising audit.

*City Official Paper  
County Official Paper  
State Official Paper*

♦♦♦

REPRESENTATIVE

VERREE & CONKLIN, Inc.  
New York City  
San Francisco  
" Kansas City  
Chicago  
Detroit

**The Times-Union**  
Albany ~ New York

pantry, bathroom—in every room of the house—Gold Dust brings that ever-welcome touch of newness, that fresh, sanitary cleanliness that is the prime aid of spring cleaning.

These retailers will give customers these special bargain prices on both sizes of Gold Dust during this week only.

One of these advertisements, taken from a Washington newspaper, contains the names of 430 retailers with the street address of each. The names are arranged in four columns. Displayed at the top of each outside column are the names of four Washington chain store systems such as "At all Sanitary Grocery Stores; At all Piggly-Wiggly Stores; At all Old Dutch Market Stores; At all Great Atlantic & Pacific Tea Stores." The first two of these are on the left-hand side and the last two on the right-hand side of the page.

#### A SOLUTION

Here is quite a happy solution of the problem of getting dealers' names into local copy when a product has anything less than 100 per cent distribution. Gold Dust is, of course, a staple and has been advertised continuously for a great many years. Many national advertisers who use local advertising could not afford to buy the space that would be required to print a long list of dealers in each advertisement throughout a long campaign. Generally, the space used, when it is less than a page, is just large enough to feature the product effectively and put over the sales message. The names of dealers, when there are more than one, are not usually included in the advertisement.

Occasionally, however, say once a year, as in the case of Gold Dust, large enough space could be taken to list the names and addresses of all dealers. Consumers in every section of town could then see where the nearest dealers are located and could either preserve the list for reference or copy the name of the nearest dealer for use upon occasion. The plan is one which many advertisers might be able to adapt according to their requirements.

#### Vote Advertising Levy to Market 1925 Cranberry Crop

The New England Cranberry Sales Company, Middleboro, Mass., has voted to tax the 1925 crop fifty cents per barrel to cover advertising costs. This company which was organized in 1907, started advertising in 1916.

The annual report for the year ended March 31, 1925, indicates a shipment of 182,393 barrels of cranberries. This is an increase of 5,400 barrels over the previous year. Amounts paid to growers have varied from \$921,231 in 1916 to \$1,490,112 in 1923 and \$1,645,265 in 1924.

#### Instant Spark Plug Cleaner to Be Advertised

The Trindl Company, Chicago, has taken over the exclusive sale and distribution of the Instant spark plug cleaner. This new device, which has been on the market for about six months, is being manufactured under patents held by the Unique Spark Plug Cleaner Company, also of Chicago. A national newspaper and automobile trade-paper advertising campaign is now being prepared for this product. This campaign will be directed by the Nathan Advertising Company, Chicago.

#### Additions to John P. Smith Printing Company

J. Allen Hovey, recently with the Perry & Elliott Company, Boston, Mass., has joined the advertising service department of the John P. Smith Printing Company, Rochester, N. Y. He was at one time assistant advertising manager of the Frank E. Davis Fish Company, Gloucester, Mass.

W. E. Hegle has also joined the staff of the John P. Smith Printing Company, in charge of typographic layout and design. He was formerly with Byron & Learned, Minneapolis.

#### Death of James E. Baird

James E. Baird, for more than eleven years advertising manager of the General Motors Truck Company, Pontiac, Mich., died on June 4. Because of ill health, he resigned from the General Motors Truck Company on May 1. Mr. Baird had been editor of the *Implement and Tractor Trade Journal*, Kansas City, manager of the Scott Hay Press Company, Kansas City, and advertising manager of the Kingman Plow Company, Peoria, Ill.

#### W. E. Holler with Chevrolet Motor Company

William E. Holler, former vice-president and general manager of the Flint Motor Company, Inc., Flint, Mich., has joined the sales department of the Chevrolet Motor Company, Detroit. He was formerly general manager of the Imperial Wheel Company, Flint, Mich.

# Two Advertising Managers Discuss Dealer Help Wastage

Extracts from Talks Delivered at the Paint and Varnish Advertising Managers' Conference

## The Problem's Origin and Some General Remedies

By A. C. Kleberg  
Advertising Manager, Valentine & Company

THE manufacturer and the dealer who buys his products have one common interest—the resale of the manufacturer's products in that dealer's store. The success of the manufacturer depends on the collective success of all of his dealers; while a dealer, of course, is primarily interested in all the products he sells, he must be interested in each one individually if his business is to show a profit.

On the one hand is the manufacturer, doing all that he can to help many dealers sell more of his particular paint and varnish products. On the other hand, you have all those many dealers, each trying to cater to the buying habits of their customers, and interested in any one manufacturer's goods only to the extent that those goods may contribute in part to the total profit of the store.

The hardware dealer, through whom most of us retail our products, sells a great variety of articles. In most cases, paints and varnishes do not represent a large part of his business; so naturally they claim only a proportionate share of his interest.

Let us put ourselves in the other fellow's shoes for a moment. Supposing that we had a full line of carpenters' tools, hinges, screws, nails, nuts, bolts, garbage cans, garden tools, garden hose, wheelbarrows, screens, lawn-mowers, etc., as well as several lines of paint, varnish, and enamels. Supposing each manufacturer supplied us with display material, booklets, window trim, and other advertis-

ing items. Supposing ours was the usual type of small hardware store with its window full of miscellaneous goods, its shelves lined with sundry items of merchandise up to the ceiling, with small articles on the showcases and counters? What would be our reaction when manufacturers—through letter or their salesmen—told us of a sales-getting display, window trim, etc., which they would be glad to supply free of charge? We'd probably say—just as nine dealers out of ten do—"Why, that's fine! Sure, send it along, for I'll be glad to use it."

After a lapse of time the postman delivers a package, sometimes in good condition, often considerably the worse for wear. We are busy, and set the package behind the counter—along with several other similar packages, and then promptly forget about it.

### THEN THE SALESMAN CALLS

The next time the manufacturer's salesman calls at that store, he's disappointed not to find his display up anywhere. While the salesman is interested in the general success of the dealer, he is naturally particularly interested in having the dealer increase the sale of his own company's products. So the salesman asks the dealer if he hasn't received the fine new window display sent to boost sales. After some search the missing display is unearthed from the pile of packages in the back, often still unopened!

Now it is not our intention to convey the impression that all dealers are indifferent to display material furnished them by manufacturers. The live dealer welcomes any assistance given him provided that the material is well planned, well made, and really does well the job for which it was planned.

Oftentimes, the indifference of

# The Religious Press FOR God and Country

The Religious Press will go on in its effective, humanitarian, educational, constructive and God-given work.

The national advertisers of a worthy project may obtain a group of consistencies whose equal is not to be found anywhere.

TRUTH MAGAZINE conforms absolutely to the modern commercial and professional standards of the advertising business. Regarding the quality of TRUTH'S purchasing power and reader confidence, among our subscribers may be found Catholic men and women merchants, shopkeepers, insurance and real estate executives, and many Catholic business men and business women employed at these occupations.

TRUTH MAGAZINE, a member of the Audit Bureau of Circulations 11 consecutive years.

TRUTH MAGAZINE, a member of the Catholic Press Association 10 consecutive years.

Copy for current issue must be at the office on or before the 1st of the month preceding date of issue.

Joseph P. Sheils,  
Western Advertising Office  
906 Boyce Building,  
Chicago, Ill.

Edward P. Boyce,  
Eastern Advertising Office  
95 Madison Avenue  
New York, N. Y.

JOHN J. O'KEEFFE, *Publisher*  
412 Eighth Avenue, New York

the dealers to manufacturers' displays has to do entirely with the usefulness—or lack of usefulness—of a certain display. In other words, somewhere along the line something has gone wrong and the display when it reaches the dealer has some defect which kills its chances of being used—it lacks the vital spark!

#### WHERE THE FAULT MAY LIE

Perhaps the fault may lie in the idea around which the display was built; perhaps the lithography or art work was not up to standard; perhaps the stock on which the poster was mounted was of inferior quality; perhaps the cut-out was too complicated and the directions for assembling were not clear; or perhaps the package container was not strong enough to protect the display in transit and it reached the dealer in a damaged and useless condition! There are dozens of reasons which readily suggest themselves which may block the use of a display on which the manufacturer has spent considerable time, effort and money.

There is waste of display material! We have all seen it and probably we have experienced it in our own line. What can we do about it?

Just so long as we continue to market our goods through retail outlets, where the sale of those goods represents but a small part of the dealer's business, we cannot expect those dealers to get wildly excited when we offer to send them a new display.

On the other hand, if a dealer thinks well enough of a product, and the possibility of its sale at a profit to himself, to buy it from a manufacturer, it seems only reasonable to expect that dealer to use every available help offered by the manufacturer to speed up sales, with the resultant making of profit. If a dealer buys your goods he must expect to sell them, or he wouldn't buy. If he believes he can sell them, it's safe to assume that he will use every legitimate means to sell as quickly as possible and in as great a volume as possible.

Why then do we find many

## made by Grammes

Vari-Tint  
Plate



Etch-Art  
Plate



Watson Stabilizers and Hartford Shock Absorbers put more joy into motoring. Grammes Name Plates have been selected for these two sterling accessories—another laurel to Grammes service.

**L. F. GRAMMES & SONS, INC.**  
410 Union St., Allentown, Pa.

New York Office  
Fisk Building

1875—1925  
Our Fiftieth Year

**Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties**

# "Direct-U"

*Los Angeles Times Popular New  
Information Service Which Tells  
Readers Where They Can Find  
Advertised Products.*

## What It Does for Times Readers

It gives them the names and addresses of dealers, agents and distributors of the "named" articles they seek.

It saves them the necessity of writing to a distant manufacturer for information as to where his product is locally sold.

## What It Does for National Advertisers

Directly ties up national advertising to the local retailer.

Stimulates dealer interest and assures closer co-operation.

Prevents substitution by directing Times readers to only such retailers as are KNOWN to sell the named article.

Cuts advertising costs by enabling manufacturers to concentrate in the LOS ANGELES TIMES, obtaining maximum results in the Los Angeles market.

The Los Angeles Times' "Direct-U" service embraces everything sold through national advertising: Radio, electrical appliances, automobiles and accessories, trade-marked fabrics and apparel, building materials, food products, office equipment, musical instruments, toilet and medical preparations. The service is vigorously exploited in THE TIMES—is growing daily in popularity—is free to readers, retailers and manufacturers.

# Los Angeles Times

*Eastern Representative:*

WILLIAMS, LAWRENCE & CRESMER CO.  
225 Fifth Avenue, New York  
360 North Michigan Avenue, Chicago

—and in May, 1925

THE  
**WASHINGTON TIMES**  
THE NATIONAL DAILY

*Gained*  
17,082 Lines in  
National Advertising

over the corresponding month of 1924, thus bringing the total gain for the first five months of 1925 to 88,178 lines.\*

This provides indisputable evidence of the recognition The Washington Times is receiving at the hands of experienced national advertisers—keen buyers of advertising space.

\*All figures audited by De Lisser Bros., Brooklyn, N. Y.

## These Facts are Significant!

*Let Your Next Appropriation Include The  
Washington Times*

*Eastern Representatives:*

PAYNE, BURNS & SMITH  
New York—Boston

*Western Representatives:*

G. LOGAN PAYNE CO.  
Chicago—Detroit—St. Louis—  
Los Angeles

dealers quite indifferent to sales helps?

Perhaps it's because the dealer does not believe in the value of displays—that he isn't sold on the sales-making power of window displays such as we offer him. In that case, our salesmen can spend a little time quite profitably to the dealer and to the manufacturer they represent in convincing the dealer that displays do sell goods and in helping to arrange the display in the window.

Perhaps some dealers believe in the display and intend to use it, but keep putting it off till tomorrow. Again the salesman may stir such a dealer to action.

Perhaps he is handling several competing lines of goods, one of which he pushes above the others. Here again it is up to the salesman of the "also ran" goods to persuade the dealer that if he thought well enough of the goods to buy them it certainly is worth his while to use every means to move them and take his profit.

Perhaps the dealer has been flooded with displays he did not ask for, and cannot possibly use them all. Which brings out the point that it is foolish to send out a display without first making sure that the dealer wants it and intends to make use of it. Here we run up against a natural human tendency to accept anything which is given free on the chance that it may be of some use. It costs the dealer nothing to say, "send it along," and if, when the display arrives, it doesn't happen to catch his fancy, it costs him nothing to throw it into the ash can!

Other industries have successfully worked out plans where the dealers pay a part of the display cost. Under such a plan the manufacturer does not have to urge the dealer to use the display, for he will use it automatically to get his money's worth out of it. So far as we can judge, this plan does not tend to decrease the number of displays used by the dealers, but usually increases the number!

It seems to us that the most effective method is to make the dealer realize that these advertising helps cost good money to turn



Convince the  
Readers of  
"PUNCH"  
by a good  
Advertise-  
ment of a  
good Product  
and you have  
convinced the  
most discrim-  
inating public  
in the world.

•

Rates and particulars  
of available space  
from

MARION JEAN LYON  
*Advertisement Manager, "PUNCH"*  
80, FLEET STREET  
LONDON, ENG.

out and ship to him, and that we cannot afford to distribute them unless he assures us that they will be used. Promiscuous giving should be stopped, for it is a boomerang which comes back to you in the form of waste.

The harder a thing is to get the more it is valued. Our dealers should understand that, of course, we stand ready at all times to help them merchandise our goods, but they should be made to realize the cost of the sales helps asked for. Requests for advertising matter from dealers direct, or through our salesmen, should be carefully checked against sales to that dealer, and only such helps sent out as you know the dealer can use to advantage.

Our salesmen should do all they can to help educate the dealers on getting the full value out of the display material sent them. The salesmen in sending in requests to the office for advertising helps should be specific and ask for matter suited to the particular store. It is foolish to send a fine big cutout to a little store in an out-of-the-way district with a small window not suited for display purposes. On the other hand, it is good business to send two or three duplicate displays to the store on a prominent Main Street corner where thousands of people pass daily!

So long as we all give our material to the dealers without charge, all that we can hope to do is to educate those dealers on the value of advertising matter intelligently used; to impress on them that it costs money to produce good advertising helps, but that that money is well invested if the displays are given full opportunity to pay for themselves in increased sales; and above all, to use common sense in making a careful distribution, and in this way to stop sending out material you know there is little chance of a dealer using.

There are no hard and fast rules which can be laid down. Each manufacturer must make his own conditions for distributing sales helps to fit in with his merchandising and general advertising plan.

To decide on how much display material to send out to dealers is like deciding on how hard to hit a soft boiled egg. You must hit the egg hard—but not too hard!

## Some Experiences with the Plan of Charging for "Helps"

By H. C. Bursley

Advertising Manager, Murphy Varnish Company

THE waste of advertising is bad enough in every industry but we in the paint industry have got into very bad habits. We seem to have entered into a competition to see how lavish we can be in the distribution of advertising materials, how careless, how unbusinesslike.

Our salesmen keep the wheel turning by requisitioning dealer helps whether the dealer wants them or not.

The dealer asks for stuff he does not want and is careless in an appalling way with the stuff that is sent to him.

The result of all this is waste, a really terrific waste, a scandalous waste and a consequent increase in the cost of distribution. Set your own figure on the amount of your advertising material that is wasted by your dealers. Is it 50 per cent or 75 per cent or 90 per cent as some observers believe? In any event, it involves millions of dollars.

It is really up to us to curtail this waste and we ought to be big enough to tackle the job man fashion and do something with it, get somewhere with it, accomplish something. There are a number of things that we can actually do that involve nothing radical, nothing that will cause friction between us and the dealers, no revolutionary and disturbing arguments with our salesmen. We could, for instance, agree never to send out a piece of advertising matter in quantity to a dealer without his order for it. We could agree to acquaint our salesmen and the dealers with the cost of every

# San Francisco's **HOME PAPER**

During the first five months of 1925 THE CALL carried nearly a million lines MORE display advertising than the second paper in the daily (six day) field.

CALL 2nd Paper  
**3,376,674** 2,576,434  
lines lines

and -

in the three major classifications of vital interest to the housewife, **THE CALL LED** the entire field (six days against seven) with the following lineage:

Department Stores 876,876 lines  
Women's Wear . . 499,856 lines  
Foods . . . . . 317,380 lines

**Here is positive proof that**

# THE CALL

15

## San Francisco's Home Paper

Circulation — March 31, 1925 — 97,175

piece of advertising matter sent out.

There are other questions that we might discuss. One of these is the question whether it is feasible to charge the dealer for advertising helps.

It is contended by many dealers and some manufacturers that the plan of charging the dealer for advertising would kill itself because the dealer would refuse to pay. This, of course, does not involve the principle we have been discussing. It seems likely, however, that many dealers would refuse to pay. The number who would agree to buy advertising would depend on the selling of the idea to them. If the advertising were fine and manifestly worth while a good salesman could always sell it, principle or no principle.

It seems probable that the aggressive, wide-awake merchant in line with modern advertising ideas would easily fall in with the suggestion. A less progressive merchant would be harder to sell. The latter type of dealer is often a liability to the manufacturer in any event.

It is suggested that the manufacturer would not be able to get out nearly as much advertising if he charged for it as he now puts out free. As a counter fact it may be pointed out that from 50 to 90 per cent of the advertising now put out by the manufacturers is thrown away by the dealers or allowed to accumulate dust, unused. Perhaps this is the 50 or 90 per cent which would not be sent out by the manufacturer because the dealer would refuse to pay for it!

These are some of the arguments that have been made in past discussions of this question. Let us not, however, think about the matter as one simply of theory. We have a lot more to go on than theory. The practice of charging the dealer for advertising matter is a growing one. A few days ago, PRINTERS' INK published a statement editorially that charging the dealer for advertising matter is more and more going into practice.

I sent a letter a short time ago to a number of advertising man-

agers of companies which are reputed to be charging for some part of their advertising material. The replies from these companies are most illuminating. Of course, they do not include all the data that might be gathered. They certainly do show that a lot of companies are charging for advertising matter and getting away with it.

Here is a very brief summary of the replies, including those both for and against. I should perhaps preface this summary by the statement that these companies are all members of the Association of National Advertisers. I asked the association headquarters for the names of any companies which were supposed to charge for advertising and these are the people I wrote to:

Beaver Products Co., Inc.—sells letterheads; fairly successful.

Cheney Silks—fixtures supplied at cost, such as tie-racks, etc., says 95 per cent of dealer helps are worthless because of too few original ideas.

Fisk Tire Company—charges for stationery and lead pencils; sells direct-mail campaigns but never sells display matter. Says a live dealer will use display material whether he pays or not, and a poor dealer won't.

General Fireproofing Co.—tried charging for dealer helps in 1921 but failed as it antagonized dealers.

Goodrich Rubber Co.—charges and is very successful! Goes shares on local advertising; sells service suits to Service Station men; sells tire racks and all unusual types of advertising. This leaves money for local advertising and stops waste.

Kelly - Springfield Tire Company — charges for letterheads. Its dealers change their line too often to make charging profitable.

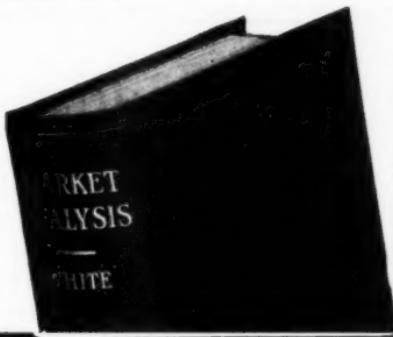
National Lamp Works—very successful. Received \$150,000 this year for advertising matter sold. Charges \$5 per year for all window display service.

Onyx Hosiery—charges dealers about 40 per cent for advertising helps; is very successful. Says matter needs great tact and care.

Penn Rubber Co. of America, Inc.—charges one-half cost on elec-

## Just Out—

**new second edition  
of the one standard  
guide on market  
analysis technique.**



# Market Analysis

## *Its Principles and Methods*

By PERCIVAL WHITE, Research Engineer

New Second Edition, 438 pages, 5½x8, 79 charts and diagrams, \$4.00 net, postpaid.

THIS book will prove a helpful guide for all who are interested in the scientific analysis and organization of markets. It gets right into the very heart of the subject. It enables the executive to turn the spotlight upon his marketing problems—it tells him how and where to get the facts he needs—how to analyze them—how to use them profitably.

The author is a research engineer of broad experience, and he has translated that experience into practical how-to-do-it advice for the man who wishes to find new outlets for his products.

Four New  
Valuable  
Chapters  
Giving

A description of the methods of the eight principal agencies performing market research work.

The methods of advertising agency research departments.

Examples of industrial and community surveys.

The how and why of newspaper surveys.

### A real how book pointing the way to bigger markets

White has made MARKET ANALYSIS a real "How" book. It is practical from preface to index—filled to the covers with specific advice and workable ideas. The book has "use" written all over it.

Seventy-nine charts, diagrams, sample letters and questionnaires are given to show you how market research work has been done by others, and to give the reader a plan of campaign for a survey of his own.

This new edition gives the latest information in this very important field. Every sales and advertising executive should have it.

#### A Few of the Topics Covered

- how market research work is carried on.
- how to make a market survey.
- how to obtain the desired data.
- how to make up the data questionnaire.
- how to assemble and analyze data.
- how to compute potential markets.
- how to determine chief limitations of the market.
- how to determine best channels of distribution.
- how to determine advertising appeal.
- how to analyze the foreign field
- how to present market data, form, style, illustrations, etc.

#### See It Free

This new edition is a book you will want to use continually. Send just this coupon and see a copy for ten days free.

McGraw-Hill Free Examination Coupon

McGraw-Hill Book Co., Inc.,  
370 Seventh Ave., New York.

Send me the new edition of White's MARKET ANALYSIS, \$4.00, for ten days' free examination.

I agree to remit for the book or to return it, postpaid, within ten days of receipt.

Name .....  
Address .....  
Position .....  
Company .....

P. I. 6-18-25

## Leads All in National Advertising

The New York Times publishes the largest volume of national advertising carried by any newspaper in the United States—

**5,619,818 lines in 1924**

The advertising columns of The New York Times are the most economical and efficient means of increasing distribution and sales in the greatest market in the world.

The sale of The Times—more than 380,000 copies average daily and Sunday—represents the largest group of high quality and buying power reached by any newspaper in the metropolitan market. The Times also is read by a greater number of retail merchants and store executives than any other newspaper.

Times readers, intelligent and discriminating, will become steady buyers of a trademarked product if convinced by advertising of its worth.

National advertisers find the good will of The Times readers a most valuable asset.

Rates, circulation, quality, results prove that advertising in The New York Times is the cheapest way to the metropolitan market.

The New York Times is strictly a newspaper; without comics, without puzzles, unequalled in completeness and quality of news.

tric signs; sells letterheads; sells tire stands at cost; sells imprinted matter for one-half cost. Finds less waste, very successful.

Service Motors, Inc.—charges for letterheads; charges one-half cost on direct-mail campaigns.

Sonora Phonograph Co.—sells electric signs; not very successful in this particular line.

John B. Stetson Co.—doesn't charge for anything but supplies nothing except on a definite request.

Stromberg-Carlson Telephone Mfg. Co.—in radio department; doesn't charge and uses few helps as yet.

Western Electric Co.—charges for direct-mail campaigns and special souvenirs. Charges its distributors and branches to prevent waste. Says one can do little alone.

Westinghouse Lamp Co.—charges for imprinted matter and electric signs at cost or less.

Stephen F. Whitman and Sons—charge for signs, imprinted, and for statuette of messenger boy, but supply displays free.

Willard Storage Battery Company—sells all dealer helps. Received about \$100,000 this year. Sells for less than cost but finds it cuts down waste. Eight million direct-mail cards sold in year. Signs, etc. at cost. Company gets cash in advance and finds it works.

Ralston Purina Co.—has excellent tie-up with local dealer. Convincs him the advertising brings results and then sells him. Is getting more and more on a charging basis:

Dealer pays:

- 1—one-half the cost of painting his truck (checkerboard design).
- 2—anything over \$50 on painting a sign for him.
- 3—one-half the cost of ten-insertion newspaper campaign.
- 4—all poster-board space used (posters are supplied).
- 5—two cents each for a series of five multigraphed poultry letters.
- 6—metal road signs, baby chicks used for window displays, balloons, checkerboard lead pencils, etc., etc., at cost.

The company has:

- 1—a yearly convention where it

## THE OTHER THREE

By George H. Sheldon  
of Thresher Service

**"LISTEN IN"** when men are selling. Seven tell while three sell. Seven make flat claims. Three back up their claims with facts that inform—with information that persuades.

This ratio holds true with advertisements—selling with ink and paper. Seven assert, the other three prove their claims. Seven fail to get the most out of their advertising space. Three bring home the profits.

Today folks want proof as never before. They must be forcefully informed. They must be convinced. Then they will buy.

Into which group does your advertising fall—with the seven or with the three? May we discuss this with you?

### THRESHER SERVICE INC.



136 Liberty Street, New York City  
Telephone Rector 7880 ~ Cable Flairad

sells this advertising to dealer and gives him general ideas gained through its knowledge of big business.

2—training for its dealers, which is really applied psychology of selling; and of being of service to the community.

3—courses in proper feeding of animals for clerks in feed stores.

### H. H. Conger Now Directing San Francisco Office

H. H. Conger has taken over the management of the San Francisco office of the H. H. Conger Company, publishers' representative. For the last year he has been directing the activities of the Los Angeles office, which is now in charge of Charles I. Moody.

### J. R. McLennan Again with Kelly-Springfield

J. Roy McLennan has been appointed assistant advertising manager of the Kelly-Springfield Tire Company, New York, with which he was previously associated as manager of dealer service. More recently he has been with Pratt & Lambert, Inc., Buffalo.

### P. L. Thomson Honored By Alma Mater

Philip L. Thomson, publicity manager of the Western Electric Company, New York, and former president of the Association of National Advertisers, has received the honorary degree of Master of Arts from Union College, his alma mater. Mr. Thomson was graduated from Union College in 1900.

### Death of A. E. Smith

Arthur Eugene Smith, treasurer of the Boston Publishing Company, which publishes the Boston *Herald* and *Traveler*, died at Framingham, Mass., on June 9. He had been with the Boston Publishing Company for the last twenty years, having been appointed treasurer in 1921.

### W. B. Warnes with Philadel- phia Outdoor Agency

W. B. Warnes has joined The Publicity Bureau, Inc., Philadelphia, outdoor advertising. For the last three years he has been with the Philadelphia *North American*.

### "Store Operation" Appoints S. M. Goldberg

S. M. Goldberg, publishers' representative, New York, has been appointed Eastern representative of *Store Operation*, Cleveland, Ohio.

## A "Try-Out" Campaign for Only \$200!

Why experiment with new copy or a new campaign in an expensive field? For \$200 you can purchase a 5,000-line contract in THE PRESS-GUARDIAN, the leading evening newspaper of Paterson, N. J., and reach 15,000 homes at a time when every member of the family has the opportunity and inclination to read a paper thoroughly and who respond to advertising.

Out of its population of 149,000, Paterson has 63,000 persons employed in gainful occupations, with savings deposits of over \$63,000,000—a potential market for any manufacturer of a meritorious product.

THE PRESS-GUARDIAN carries more department store and food advertising than any other paper in Passaic County and co-operates with advertisers.

**\$200 + THE PRESS-GUARDIAN = RESULTS!**

Represented in the National Field by

**PAYNE, BURNS & SMITH**  
In the East

**G. LOGAN PAYNE CO.**  
In the West



*A Dunlap photograph by Lucas-Kanarian*

## Photo-Engraving ~ Teller of Truth

A note by James Wallen on the  
new way of selling men's wear.

THE traditional manner of picturing men's apparel rests forever in the vault of by-gone things. The old tinted drawings, convincing as the glazed sheaf of wheat that stood on the parlor table, are in the files of time.

Today, the makers of men's wear have the courage of their clothing as well as their convictions. They picture their models as they are.

All of the notable makers of men's attire and acces-

sories consider photo-engraving not only an aid but an essential to selling. In every trade today, sales follow pictures as naturally "as bees swarm and follow their queen."

"Your Story in Picture Leaves Nothing Untold" say the men who compose the American Photo-Engravers Association. Their customers testify to this truth. A copy of the Association booklet, "The Relighted Lamp of Paul Revere," may be had from individual members or from the central offices direct.

# AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

The illustration of Sterling Silver used in the May 21st advertisement of the American Photo-Engravers Association was erroneously credited to the Gorham Company, instead of the International Silver Company to whom it rightfully belongs and who have the copyright protection.

The American Photo-Engravers Association regrets this unfortunate error and publishes this notice of correction in the interests of all concerned.

## Putting New Life into an Old Business

*(Continued from page 6)*  
company with any considerable outlet for its goods. As a matter of fact, a tremendous amount of goods is sold in these stores, but selling goods is not the object of their existence. Neither are the stores intended primarily as profit-makers. It happens that they are profit-makers of an exceptional kind, but the profit does not result altogether from the distribution of goods over the counters of these establishments. They make their real profit in another way and that is by helping Devoe dealers to sell more and by creating a greater demand among consumers for Devoe goods.

Since it is the immediate object of this company's merchandising to build a larger business on finishes that are to be used on the inside of buildings, it was apparent that there was need for much consumer education in this direction. Advertising could accomplish much in this way, but advertising could not do it all. I have already explained that the company is advertising generously in a large variety of mediums. The advertising, however, needed to be supplemented by demonstrations and by personal salesmanship to the consumer.

Painting is a highly technical art. It takes years to master it. Robert S. Wilson, manager of the company's retail stores, told me that the paint business is advancing so rapidly that if a man who spent his life in it should retire for a year he would find himself entirely out of date when he returned. It cannot be expected, therefore, that a consumer will be able to buy paints intelligently without receiving help from the seller. The Devoe & Raynolds stores are supposed to give puzzled paint buyers professional advice and service.

When the company started to build its chain of retail stores, one

of the first things it did was to locate a store on Forty-second Street in New York City—in the heart of the city's finest retail district. The store is within a stone's throw of Fifth Avenue and only a block from the Grand Central depot. I have been told that the annual rent of this store is not far from \$30,000. That the company was willing to pay such a rent for a store situated in a locality where one would imagine that paint is about the last thing that shoppers in that district would buy, illustrates better than anything else why the Devoe & Raynolds' organization have gone into retailing. One of the things it wanted to do was to get people, particularly women, to shop for paint just as they do for other things. The company's investigations convinced it that women seldom went into paint stores for the reason that these stores held no attractions for them. They are smelly and oily and sticky. A well-dressed woman might ruin her clothes in the mere act of moving about the store. The company therefore determined to make its stores as attractive as jewelry stores and so prove to paint dealers that it would pay them to locate in the best retail sections in their communities.

In opening the remainder of its stores throughout the country, the same policy has been followed. With one or two exceptions, whenever you see a Devoe & Raynolds' store you will find it on the best retail street in that town. All of these stores are run so as to get people to come in and discuss their painting or decorating problems with the well-informed salesmen to be found in them. If these salesmen are able to satisfy these people they will have done what is expected of them, quite regardless of how much merchandise they may themselves sell.

A few examples will illustrate the kind of service which these stores give. The first time I visited the Forty-second Street store I bought a small can of varnish. When the salesman was handing me the package he asked



CHARACTERISTIC of Milwaukee, its advertising organizations have been reticent about claiming greatness, but very diligent and competent in serving the advertisers who have discovered their capability.

OLSON & ENZINGER, Inc.  
*Advertising*  
MILWAUKEE



# A New Erie Advertising Record Was Reached In May By The Erie Dispatch-Herald

# 65091 INCHES

The largest total number of advertising inches ever carried by any Erie Newspaper in one month. Beating the previous record held by the Dispatch-Herald by 3,971 inches.

## Further Evidence that the Dispatch-Herald is Erie's Favorite Advertising Medium

When a Newspaper dominates in Advertising as conclusively as THE DISPATCH-HERALD there is a reason. Advertising gains are won on merit—they are established on fact.

When merchants concentrate more and more in the DISPATCH-HERALD they do so because they have found that it brings larger sales volume and greater profit for them.

The DISPATCH-HERALD is the only Erie newspaper receiving Associated Press Service. In addition the Dispatch-Herald is member of United Press, Consolidated Press, Universal Service and NEA.

The DISPATCH-HERALD has the most complete news service of any Erie newspaper.

## The Dispatch-Herald Is First In Erie

---

CHAS. H. EDDY CO.

National Advertising Representative

Boston

NEW YORK

Chicago

me quite casually where I lived. I told him and asked him why he wanted to know. He said: "I was wondering if we happen to have a dealer in your town. If we did I wanted to refer you to him." It turned out, however, that the salesman knew of no Devoe & Raynolds dealer where I lived, but he told me that any time I was in Yonkers I would be able to find a full line of the company's goods there.

Perhaps the salesmen do not handle every customer in just that way, but nevertheless it is the intent of the company to turn over all the business it can to its dealers, rather than to handle it itself, except in a service way.

A typical customer is one who will come into the store and ask to have a formula prepared for a peculiar shade of woodwork she wants in her living room. The salesman, if he is on the job, will tell her just how to get this shade. The company may or may not get the resulting order. If it is a considerable purchase and the customer lives in some other locality, the chances are that the goods themselves will be bought from a Devoe & Raynolds' agent.

One day, a manufacturer of clinical thermometers visited the Forty-second Street store and said that unless he was able to find a paint that would stay on his thermometers he would be obliged to go out of business. He had been trying for weeks to find such a paint but without success. It seems that the New York City Health Department had some time before that made a ruling that all thermometers must be cleansed after using in a 6 per cent antiseptic solution. This strong solution removed the markings on the thermometers that this particular manufacturer had been making. The manager of the Forty-second Street store experimented with some ingredients and the next day was able to give the thermometer manufacturer a formula that would stand not only a 6 per cent antiseptic solution but a 25 per cent solution.

The salesmen in the stores are

# books

We print big books and little books to sell things. We begin with the *layout*. See us before you write your copy.



**CURRIER & HARFORD L<sup>td</sup>**  
Selective Advertising  
27 East 31 New York Cal 6076

**Understanding a field so as to interpret it intelligently is the province of a progressive journal. ~**

**The POSTER**  
307 S. Green St., Chicago

*Sample copy 30¢  
Three Dollars Yearly*

**The finest  
printed  
Rotogravure  
Section  
in  
America**

**San Francisco  
Chronicle**

**National Representatives**

Williams, Lawrence & Cresmer,  
225 Fifth Avenue,  
New York City.

360 No. Michigan Ave.  
Chicago

B. J. Bidwell Co.,  
Times Bldg.,  
Los Angeles, Calif.



**May we offer you our  
experience of 47 years  
in aiding sales through  
color and design by the**

**RODE-O-GRAFH**  
**system of reproduction**

**RODE & BRAND**  
**Lithographers**  
**200 William St., New York**  
**Established since 1878**  
**Telephone Beekman 3840**

supposed to find out just what a customer wants to use the article for that he is buying. The reason for this is, as I have explained, that the primary purpose of the store is to be sure that the customer gets just what will do the work best for him. One day, a customer came into one of the stores and asked for a quart of "856." Such a definite order sounded as though the buyer was familiar with the product. As he was wrapping the can up, however, the salesman inquired innocently: "Are you painting the walls or the woodwork?" The customer replied: "Neither one. I am going to paint some wicker furniture." The salesman then asked if someone had recommended Velour Finish for this work, and the answer was: "No, I had one of your color cards home and my wife picked that color." The salesman then explained to the customer that "856" was entirely unsuited for painting wicker furniture, and that he really wanted gloss enamel. He explained the difference between the two products, sending the customer out with the right article and a feeling of good-will toward the institution. One would assume that people know more than they do about everyday things. For instance, you would imagine that everyone knows how to open a friction can. This is not true, however. Many people come into the Devoe & Raynolds' stores complaining about the inconvenience of their packages. Occasionally, a customer will try to open a friction can by turning the can upside down and opening it at the bottom with a can opener.

Thus, it can be seen that the salesmen of these stores have a great chance to spread information not only about the goods and how they can be used, but also about such a simple thing as how to open a can. The spreading of this information will redound to the benefit of the company even though all subsequent purchases may be made from dealers.

One of the greatest advantages of these stores is that information



## "Tune In" for Consumer Acceptance

ONE of the most difficult problems any manufacturer has to face is public indifference. Once his name and product is registered on the consciousness of the consumer the rest is comparatively easy. The newest way, the quickest way, to acquire *Consumer Acceptance*, is through Radio Broadcasting.

So new is this latest advertising medium that it is not yet everywhere understood. But, through more than a year's experience and study we have proved to our own and a well-known client's satisfaction that the shortest route to consumer acceptance—to recognition for an advertiser—is Radio.

Let it not be thought that Radio Broadcasting will take the place of your newspaper and magazine advertising. Radio is a force in itself, a new medium with as definite a purpose as any other medium you use. Its aim is to give you *Consumer Acceptance* quickly, at low cost.

We cannot recommend Radio Broadcasting for every advertiser. We do know *how* to use it *where it can be used*—and we should like to lay our information before you.

**La Porte & Austin<sup>inc</sup>**  
 A General Advertising Agency  
*Pioneering in Broadcast Advertising*  
 21 East 40<sup>th</sup> Street, New York City

**H. B. HARVEY**  
HAS RESIGNED  
AS  
VICE PRESIDENT OF  
WILLIAMS & CUNNYNGHAM  
CHICAGO  
TO BECOME  
A MEMBER OF THIS FIRM

**WINSTEN & SULLIVAN**  
19 WEST 44TH STREET  
NEW YORK  
KEEFER BUILDING  
MONTREAL

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is constantly being gleaned in them which can be used by the company in merchandising its products to its agents. For example, Mr. Wilson, manager of all the stores, is a great believer in the value of making associate sales. When a can of enamel is sold to a customer, for instance, the probabilities are he would get a can of enamel undercoat as well, unless, of course, the undercoat had previously been purchased. Mr. Wilson found, however, upon checking up the enamel sales of the stores that the percentage of undercoat sales that went with them was only 27 per cent of the enamel sales. Mr. Wilson says that the figures should be somewhere near 90 per cent and that by harping on the idea he intends to make it 90 per cent.

The stores also are used to find out why certain items are not selling as well as they should be selling. Mr. Wilson was, at one time, manager of the Forty-second Street store. One day, it occurred to him that the store was not selling enough floor wax. He looked into the matter and found that the reason was that it had not been pushing floor wax. He made a window display of the product. The floor waxing brush plays an important part in the proper application of wax. Mr. Wilson found out that the kind of brush being sold was not efficient. It seems that since the war a new kind of bristles was being used in making these brushes, and that if this new kind of bristles were to be used it should be set thicker in the brush than was necessary with the old kind. A brush was made in this way and found to work satisfactorily. Mr. Wilson then worked out a combination offer, giving so much wax and a brush at such-and-such an amount. His combination idea went over big, and greatly increased wax sales. The company then applied this same plan to its floor wax business throughout the country, with the result that this department began to make a much better showing than it had been making.

If there were space it would be

## The Atlanta Journal

Atlanta, Ga.

The Wednesday Roto-gravure section of The Atlanta Journal is of the same high quality and standard page size as The Journal's Sunday Roto section. It is new. It is pleasing. It is effective.

### *Advertising in The Journal Sells the Goods*

**NEWSPAPER  
ADVERTISING MANAGERS!**  
**SUPPLY THE MERCHANTS  
IN YOUR CITY WITH  
KLINE'S  
READY-TO-WEAR  
ILLUSTRATIONS!!**

The effectiveness of Kline Advertising is known from coast to coast. The St. Louis Store, which produces a weekly Mat Service consisting of the illustrations and headings used in their ads, is pre-eminent for its intensive merchandising.

You can profitably use this Service, delivered to you weekly, for a few dollars each week. Let us send you samples.

**KLINE'S**  
**Mat Service Department**  
**606 Washington Ave., St. Louis**

## WANTED— A Service Manager With a Future

The largest organization of its kind desires a Service Manager who can make the most of a really unusual opportunity. He will work closely with the executives of the business in directing a sales force, in working with a group of artists, in handling a department, in servicing clients and working with prospects. He will become an important part of a business that is already big and is now expanding.

The man we want is undoubtedly employed, is young, aggressive and capable. He is looking for a permanent position in a congenial organization with headquarters in New York. Contacts with agencies and national advertisers would be helpful, as would production, art or sales experience. Write us fully, stating your age (30 to 35 preferred), nationality, experience, previous connections and duties, present salary and how soon you would be available. Prompt interview will be arranged.

"President," Box 195,  
Printers' Ink.

easy to give several examples showing how the service work of these stores helps agents of the company, who may be competing with the stores. In a certain large city of the country, Devoe & Raynolds had not been able to get many agents. In fact, the company had only one agent in this particular town at the time the company opened a retail store there. This one agent was not doing very well. As soon as the company's own store started, however, its agent immediately began to sell a great deal more of the company's goods. Not only that, but other retailers in the community who had before refused to accept the Devoe & Raynolds agency were glad to accept it soon after the company's own store began to operate. The reason, of course, is that the educational work being done every day in the company's own store stimulated the demand for its goods throughout the community.

### Rules Against Cigarette Advertising in Utah

Attorney General Harvey H. Cluff, of Utah, has handed down an opinion upholding the validity of the cigarette advertising section of the Utah Anti-Tobacco law, which prohibits the advertising of cigarettes. The law forbids the advertising of tobacco in any form in any medium except in newspapers. This phase of the law was declared unconstitutional in a test case which was tried before the district court at Ogden. The authorities decided not to appeal the case to the Supreme Court and the law was consequently set aside.

The opinion just returned by the attorney general upholds a clause in the law to the effect that nothing in the act shall be construed so as to permit the advertising of cigarettes.

### Made Sales Manager of Master Painters Supply Company

C. F. Beatty, advertising manager of The New Jersey Zinc Company, New York, has, in addition, been appointed sales manager of the Master Painters Supply Company, Inc., a subsidiary of The New Jersey Zinc Company.

### J. E. Jones, Wisconsin Publisher, Dies

James E. Jones, editor and publisher of the Kilbourn, Wis., *Events*, died in that city on June 10, at the age of seventy-seven.

# Wm. PICKETT, SON & Co.

MANUFACTURERS'  
AGENTS

## Selling the Hardware Jobbing Trade since 1871.

If you have perfected a good product which should be sold through the Hardware Jobbing Trade and have need for a sales outlet, here is an old-established National Sales Company ready to sell your output if your product meets requirements.

1. Invaluable good-will yours from the start, built on a record of 54 years of making good.
2. No loss of time in getting started.
3. Personal acquaintance with buyers.
4. Confidence established.
5. Our credit knowledge of the trade minimizes losses.
6. Not one manufacturer employing us has been a financial failure.
7. We operate our own Warehousing Facilities at Chicago.
8. Our packing, marking and pricing knowledge saves experimenting.
9. We do the work of the Sales Manager and his salesmen. We are your complete selling department.

We are now in position to add a limited number of products—you can put your selling problems on our shoulders. Write us today and assure action before our lines are closed for the coming season.

**Wm. Pickett, Son & Co.**  
119 S. Jefferson St. Chicago, Ill.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK  
CITY. TELEPHONE: ASHLAND 6500. President  
and Secretary, J. I. ROMER. Vice-President,  
R. W. LAWRENCE. Treasurer, DAVID MARCUS.  
Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank  
Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building,  
GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,  
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street,  
Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60;  
quarter page, \$30; one inch, minimum \$9.10;  
Classified 65 cents a line, Minimum order \$3.25.

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JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

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Chicago: G. A. Nichols

D. M. Hubbard

Russell H. Barker

Washington: James True

London: Thomas Russell

NEW YORK, JUNE 18, 1925

**Export Staples or Specialties** "Business has been fairly good about in proportion as any district of England and Scotland, any industry or section of an industry is engaged in the production of export specialties. Where dependence has been placed on exports of ordinary kinds and qualities coming into direct competition with Continental or American exporters, or the home industries of other countries, business has been poor."

The above paragraph is an excerpt from an article on trends in British commerce in the June issue of "Commerce Monthly," issued by the National Bank of Commerce

in New York. While the application is made directly to British trade conditions the quotation has, perhaps, also an application to American exporting.

The *Textile Recorder*, a British publication, in its 1924 review, commented that "we have constantly been moving toward the production of higher quality goods—in fact, forced to do so by the imposition of tariffs against us and by competition of mills in the countries to which we export."

Forget for a moment that one of the biggest markets for British specialties is in the United States and that American manufacturers are furnishing some of the stiffest competition on cheap staples in foreign markets. These facts are important, but do not destroy the analogy between the British situation and what may become the situation with American manufacturers within a very few years—perhaps tomorrow.

It was not many years ago that the average American exporter looked upon his foreign markets as the dumping ground for cheap, mass-produced goods. The Germans both before the war and today have held their foreign markets on a price basis. German toys offer an excellent example of this phase of Teutonic marketing.

As foreign trade has grown, however, and the market for cheap staples has been gradually absorbed, even American manufacturers are faced with the proposition of reaching the top margin of foreign demand for cheap, mass-produced merchandise. Already the British are realizing that they have reached that margin and are going ahead to reach above it for the lucrative market that lies there.

In certain commodities it is doubtful if American manufacturers will for a long time if ever be able to compete with British manufacturers on an equal basis. British cutlery, china, shoes and textiles already occupy a pre-eminent place among exported goods. On the other hand there are a great many fields where the American factory can compete, sending

out a high quality of merchandise at an attractive price which will be even lower than the price that can be offered economically by the British factory.

The American exporter should realize that the British are keenly alive to this top market. The American exporter must also realize that if he is to compete with the British in this market he must begin to lay his plans today. Tomorrow the British may have it so tightly clinched—as they have already in certain lines of merchandise—that it will take years of effort even to make a mild dent in the British supremacy.

### ***When Business and***

#### ***Pleasure***

#### ***Conflict***

tended these days that a man hardly gets the proper amount of time to devote to his work at his home desk."

That is a paragraph taken from a letter which PRINTERS' INK has just received from the vice-president of a large manufacturing institution. We quote it not because we are out of sympathy with conventions and business meetings, but because this man's comment shows that the get-together spirit in business can become a nuisance when it is carried as far as it is being carried in many lines today.

A stranger in a city of 500,000 population recently remarked to a banker friend in that city that there appeared to be an unusually large number of foreign names over the doors of the local business institutions. "Of course there is," said the banker. "The natives tire so easily and are therefore obliged to spend so much time in taking recreation that they have no chance to compete with these foreigners who never seem to get tired and are therefore able to work all the time. If the natives do not get tired they have to attend so many meetings to improve their efficiency that they have little time to try out what they learn at the meetings."

Not so long ago a large flotation of stock of an old company was

"It seems as though there are so many conventions and meetings to be at-

offered to the public. The flotation was not made by a banking house that specializes in that class of securities, but was made by a comparatively new house in the field. The gossip at the time was that the members of the old banking firm were so busy gathering goat feathers that they never even dreamed the manufacturing company was open to a re-financing proposition.

Gathering goat feathers is an amusing pastime. Attending conventions is an excellent thing to do. Golf is a fine game. But all of them become bad when they make it impossible for a man to make his living and support his family.

So great a problem has the intrusion of these various outside activities become in some industries that one man recently established a business the purpose of which will be to shoulder the convention-attending, golf-playing and business entertaining duties of bored business men. He will, for a fee, attend a convention for any client, provided he does not have to drink too much bad liquor or make a speech on "the greatness of service." He will play golf for a client, provided he can use his own mashie. He will entertain the visiting customers "from points west" for a client, provided said customers do not insist on the breaking of too many constitutional amendments.

All things considered, we predict a thriving business for this highly original entrepreneur.

***Everything  
Can Be Sold*** Somewhere there is a profitable market for every product, no matter how unseemly the prospect for it. Usually the market exists already made. It does not have to be cultivated. All that is necessary to do is to find it. Sometimes it can be found through sales scouting, sometimes through packaging, occasionally through advertising, or again by the cultivation of new channels of distribution and often by a combination of several of these instrumentalities.

A case in point is the market

that the California Walnut Growers Association has found for culls. On April 13, the association made its final payment for culls for the 1924 season. The returns averaged ten cents a pound. The time was, not so long ago, when the growers were obliged to use their culls for fuel or if they could sell them they were glad to accept twenty-five or fifty cents a bag. Ten cents a pound is more than the growers used to get for good walnuts. In fact, the price received for these culls is more than the average return for first grade walnuts for the ten-year period preceding the formation of the association.

How did the association build such a profitable outlet for a by-product that was formerly almost worthless? Partly by catering to the large market that has always existed for shelled nuts and partly by suggesting new fields for the shelled product. Occasional mention of Diamond and Kernel shelled walnuts in the association's advertising helped to accomplish both these purposes. Attractive packaging and hard selling did the rest. As a result, today the association's shelled goods are on sale in two-thirds of the grocery stores of the country. And yet a few years ago no one could have foreseen these results.

That incident illustrates how markets await every product, provided proper means are taken either to find them or to develop them.

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**Emphasizing the Obvious** The copy writer can often learn from the man who sells merchandise over the counter. It is there that the sales objections are registered and the sales arguments make good or fall down. One of the things the copy writer can study to advantage is how a certain retailer instructs his clerks concerning the more obvious advantages of the product. There is, as every copy writer knows, a tendency when one has written about the same product for a considerable period of time, to think that the public has become familiar with all the

obvious advantages. This retail clothier who has an idea for all copy writers, tells his clerks to operate on the idea that every customer is to some extent blind. His clerks formerly took for granted, as many of us do, that a color, a fabric, a seam, a button-hole, plainly better than ordinary, is able to speak for itself and that any man or woman with eyes will see and note the fact. To question this, and deliberately to point out the superiority so evident and so visible, might offend or insult the customer.

This retailer, however, demonstrated to his sales people that patrons look at these things without seeing them, that they are not offended but interested when they are pointed out, and that they do not have an intelligent appreciation until each feature of the apparel has been shown to them, described and identified.

Ruskin said all the world had looked at sunsets without seeing half their gorgeous tints until J. M. Turner, the painter, showed these hues in his wonderful pictures of the dying day. Then the world, seeing through his eyes, marveled.

The blindness of the average customer is said to explain why demonstrations are so often successful. A merchant selling a roofing erected a small section of roof in his store and poured water over it. Then it dawned on his customers that perhaps the roofing was intended to keep rain out of the house.

One would suppose a caster, such as used under tables and beds, would sell itself to any intelligent man picking up and revolving its wheels. But a wise hardwareman mounted casters on wooden handles so that they could be rolled back and forth on the counter, and found them much more salable.

It is the copy writer's task to take obvious details and emphasize them in an interesting manner.

It is a mistake to consider that all details are known, and that therefore far-fetched claims and strenuous efforts at cleverness are necessary to attract attention.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

**"NOT HOW MUCH, BUT HOW WELL"**

147 of a series showing effective coverage of national advertisers



**CALUMET BAKING POWDER CO.**

## Newspaper advertising expenditures in 1924

# \$1,400,000\*

Calumet Baking Powder individuals  
who are readers of Printers' Ink and  
Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
WARREN WRIGHT	President	Yes	Yes
K. K. BELL	<i>Vice-President and General Manager</i>	"	"
E. J. ENGEL	<i>General Sales Manager</i>	"	"
J. C. LEWIS	<i>Sales Manager</i>	"	"
W. H. SIZEMORE	<i>Sales Manager</i>	"	"
G. A. BLACK	<i>Sales Manager</i>	"	"
A. F. RADER	<i>Sales Manager</i>	"	"
W. B. SULLIVAN	<i>Advertising Manager</i>	"	"

"Personally, I find PRINTERS' INK interesting because of the many viewpoints it affords and always edited in a helpful tone, without any tendency to disparage any policy or method."—WARREN WRIGHT, *President*.

\*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

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# Read by the men who decide!

The executives who formulate the sales and advertising policies of the large national advertisers are readers of the PRINTERS' INK Publications.

An analysis of 140 national advertisers whose expenditures for newspaper and magazine advertising alone in 1924 totalled \$88,050,961, shows that in 135 organizations PRINTERS' INK or PRINTERS' INK MONTHLY or both are read by:

- 146 Major Executives**—(Chairmen of the Board, Directors, Presidents, Vice-Presidents, Secretaries, Treasurers, General Managers).
- 122 Sales Executives**—(Sales Managers, Assistant Sales Managers).
- 142 District Sales Executives**—(Branch Managers, District Sales Managers, Assistant Branch Managers, and Assistant District Sales Managers).
- 189 Advertising Executives**—(Advertising Managers, Assistant Advertising Managers, Sales Promotion Managers).
- 358 Miscellaneous Readers**—(Members of Sales and Advertising Departments, Purchasing Agents, Credit Managers, Traffic Managers, Research Managers, etc.).

Many of these advertisers are also large buyers of farm paper, trade paper, street-car, outdoor and other forms of advertising.

*PRINTERS' INK's coverage of the leading national advertisers similar to the information on the opposite page will be shown on request.*

## PRINTERS' INK PUBLICATIONS

185 Madison Avenue, New York

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# Advertising Club News

## "Sell What You Advertise" Advises Buffalo Judge

Judge Wolz, in a Buffalo, N. Y., court, found G. H. Poppenberg, Inc., guilty of fraudulent advertising and fined the corporation \$100. Charges against Poppenberg were brought under the New York State Advertising Law, known as the *Printers' Ink* Model Statute.

The Buffalo Better Business Commission responded to an advertisement for a mattress and endeavored to purchase a Simmons Mattress for \$9.95 as advertised. Accordingly one of these mattresses was ordered by mail. The mattress delivered was wrapped in heavy paper and when opened in the presence of witnesses proved to be not a Simmons mattress, as advertised. It contained no label, as required by the State Mattress Law.

The company also advertised a smoking stand as mahogany. Representatives of the Commission purchased one of these stands which when submitted to experts proved to be a basswood stand stained to resemble mahogany. The defense tried to show there was no attempt to deceive or misrepresent the goods.

Referring to this misrepresentation, Judge Wolz said: "Did you offer for sale a mahogany stand which was not mahogany? The public depends upon the representations of the advertisements of our merchants. If you want to be fair to the public, sell what you advertise."

## Utility Advertisers Re-Elect W. H. Hodge

William H. Hodge, advertising manager of the H. M. Byllesby Corporation, Chicago, has been re-elected president of the Public Utilities Advertising Association. Leonard Ormerod, Bell Telephone Company of Pennsylvania, was re-elected vice-president; Dempster Murphy, Middle West Utilities Company, secretary, and C. W. Person, American Gas Association, treasurer.

Frank LeRoy Blanchard, of the Henry L. Doherty Company, was elected a director to succeed J. C. McQuiston. Together with B. J. Mullaney and W. P. Strandborg, Mr. Blanchard will serve as a director until 1928.

## Joins National Better Business Bureau.

H. L. Baldensperger, manager of the Better Business Bureau of Akron, Ohio, has joined the National Better Business Bureau as a representative. He is succeeded at the Akron Bureau by Roger Burrell.

Mr. Baldensperger's work will be largely in the field. He will be available to local Bureaus for discussions of their financial and other problems.

## Banker Reviews Twenty-five Years of Advertising

Bankers will find that the right kind of advertising, backed by the right sort of service, will pay handsome dividends in financial growth and satisfied customers, according to Oliver J. Sands, president of the American National Bank, Richmond, Va. His familiarity with the returns of consistent advertising is backed up by twenty-five years of experience in directing the advertising of his institution.

Speaking before a recent meeting of the Richmond Advertising Club, Mr. Sands said that when he became associated with the American National Bank, his first task was to change the old order of antiquated banking methods. He believed that advertising would be helpful in solving the problem and he immediately took advantage of its use.

When the institution was first advertised its capital amounted to but \$290,000. With carefully planned advertising the business has steadily increased, until today, with its subsidiaries, the invested capital of the bank amounts to more than \$4,000,000.

"We regard advertising as simply printed salesmanship," Mr. Sands said. "What we have to sell is what we call 'American Service.' Our advertising sells this service. We use nearly every form of advertising media. But in every instance we approach our prospect as a regular fellow, a human being who is to be met and treated considerately, kindly, understandingly and helpfully.

"In our newspaper and periodical publicity, we try particularly to keep our advertisements in tune with the topics of the day and the thoughts of the people. In every instance we keep away from the bromidism and hard-bound phrases and forms of financial advertising, letting the spirit of 'American Service' express itself simply, effectively and unostentatiously.

"Twenty-five years in bank advertising have taught us that you must put in the bank what you put in your advertisements, if you want to progress. We believe in advertising, not as a worker of miracles, but as a means to an end, informing your customers, depositors and prospects not only of the advantages of your bank and its individual service, but also of every subject which might be associated with their interests and the interests of the bank."

## Cleveland Club to Admit Junior Members

The Cleveland Advertising Club has decided to admit junior members to the club. Young men between the ages of 17 and 24 will be eligible for this new class of membership and at the age of 24 will automatically become senior members. They will enjoy all membership privileges except voting and holding office.

## Poor Richard Club Leaves Old Home

Before leaving its old club house, the Poor Richard Club conducted the installation of its officers for the forthcoming year in the building which has been the club's headquarters for the last twenty years. After reading the reports of the various chairmen, Rowe Stewart, retiring president, called upon past presidents to say a few words.

William J. Eldridge, one of the early presidents, told of the early history of the club. He was followed by Robert Durbin, president during the 1916 convention, Bartley J. Doyle, Karl Bloomdale and Charles C. Stinson. The gavel was then turned over to Howard C. Story, the new president.

The farewell ceremony was completed by the falling into line of the more than 200 members present, who marched over to the temporary headquarters in the building adjoining the club's new home, which is being remodeled. It is expected that alterations will be completed and the building ready for occupancy by about September 1.

\* \* \*

## Canadian Poster Interests to Meet

The Poster Advertising Association of Canada will hold its annual convention on June 26 and 27 at St. Catharines, Ontario. The program will include an address by H. A. Williams on "The Value of the Association." C. E. Marley will speak on "How to Create Good Will for Profit Both to the Plant Owner and His Town," and E. C. Gould will speak on "How to Sell the Small Town Merchant."

Other speakers will be H. Donly, "The Returns of the Small Plant Owner"; J. R. Robertson, "Promotion Work"; W. T. Sutton, "Construction and Lighting" and Donald Ross, "History of Poster Advertising." T. Lyle Blogg will speak on "The Research Department; What It Has Done and What It May Do in the Future."

\* \* \*

## C. H. Mackintosh Heads Counselors

Charles Henry Mackintosh was elected president of the Association of Sales and Advertising Counselors at its annual meeting at Chicago.

Noble T. Fraigg, Fraigg-Kiser & Company, Chicago, was elected vice-president, and Philip McA. White, secretary of the Frank B. White Company, Chicago, was elected secretary-treasurer. Frank B. White and R. Roy Shuman, both of Chicago, were elected directors.

\* \* \*

## New Officers of Dayton Club

Kerion Fitzpatrick, Jr., has been elected president of the Dayton, Ohio, Advertising Club. Other officers elected for the coming year are: A. J. Foose, vice-president; E. P. Corbett, secretary; and C. W. Van de Mark, treasurer.

## Foreign Advertising Produces Unexpected Result

After The Sherman & Clay Company, Pacific Coast music house, had been advertising in foreign countries for some time, the company was surprised to find that its advertising was producing unexpected inquiries from dealers in distant countries, according to P. T. Clay, president, who recently addressed the San Francisco Advertising Club. "As a result of our foreign advertising," Mr. Clay said, "Letters have come to us from prominent musical instrument dealers in several distant lands asking us to permit their sons to work for us free, in order that they may learn progressive American methods." This unusual response, he said, indicated the prestige which his company's foreign advertising was creating.

## Copy Should Have Same Slant as Editorial Contents

Advertisers will find their copy more effective, according to Chesla Sherlock, editor of *Better Homes and Gardens*, if they make the appeal of their advertisements harmonize with the editorial appeal of the publications in which they appear. Addressing a small group of advertising agency representatives in Philadelphia, Mr. Sherlock said:

"There was a time when the editorial contents of magazines were syndicated. That now has largely been eliminated, the editorial contents being written from the particular slant of the readers of the particular magazine. This is not so with advertisements, and therein the editorial division of magazines has gone ahead of the advertising department. It seems to me that it would be better for results if the advertisements placed in magazines were so changed as to tie-up more closely with the particular slant of the editorial contents and the desires of the readers, rather than to use mats of the same advertisement in a string of magazines having a half-dozen or more distinctively different editorial appeals."

## E. B. Vosburgh to Join George W. Dunham

Edwin B. Vosburgh has been appointed director of the sales promotion and advertising department of the George W. Dunham Corporation, Utica, N. Y., effective July 1. He was formerly with the Syracuse Washing Machine Corporation and later with Wortman, Brown & Company, Inc., Utica, N. Y.

## John L. Irvin Leaves Des Moines Newspapers

John L. Irvin, who had been with the Des Moines *Register* and *Tribune-News* for more than eighteen years as classified manager, has resigned. He is succeeded by Floyd E. McCray, who has been with the *Register* and *Tribune-News* for the last six years.

## The Little Schoolmaster's Classroom

PERHAPS the insurance company referred to in the remarks which follow is a member of the Class. In that event the Schoolmaster may receive an answer to a question which has really puzzled him since he talked to an insurance agent a few evenings ago.

This agent had been selling the ordinary forms of life insurance. Someone suggested that he look into the sales possibilities of income insurance. He did, and it immediately struck him as a form of insurance which could be made to yield additional sales.

But his regular rate books did not contain the detailed information which he needed for intelligent selling. There was just one rate book which did provide these essential data. Now we come to a curious situation. This rate book was kept in stock by his company. But it was distributed very sparingly. According to the agent, the company gave the book only to those who achieved a stated standing in contests which the organization ran at certain intervals. At the time of the last contest this agent had been ill. Consequently, he did not sell the required amount of insurance which would entitle him to the coveted rate book.

Here is what the Schoolmaster wants to know: Why should any company—whether it sells insurance or chile con carne— withhold valuable information from salesmen? Why should sales ammunition be withheld especially from salesmen who are not yet stars? Aren't they exactly the ones who need this information most?

This agent is seriously handicapped in his efforts to sell income insurance. He can't provide the figures called for by the questions asked by prospective buyers unless he does endless estimating, and in the meantime the interest of the prospect cools perceptibly. Yet the very figures he needs are in a book kept in stock by his company, but to which he cannot gain access.

The insurance company this

agent represents is one of the very largest in the country. No doubt it has achieved this standing because of sound business methods. Consequently, the Schoolmaster assumes that there must be a very good reason for keeping information of vital importance to salesmen under lock and key. He admits, however, that he is unable to fathom the reasoning back of this policy. He hopes the company will enlighten him.

\* \* \*

The sales manager of a company making an electrical appliance used in the home has been experimenting lately with a plan which is designed to achieve two purposes: The first object is to encourage retailers to devote more of their local newspaper advertising to this product; the second, to help dealers make this advertising increasingly resultful.

Now, these are targets which almost every advertiser selling through retail channels aims at. Only a few, however, score bull's-eyes. Electros, mats and suggested advertisements, more or less cleverly merchandised, take in most of the effort exerted in this direction.

The Schoolmaster does not mean to deride these plans. Some members of the Class, very likely, have met with considerable success by working along this line. It is much more likely, though, that very many more are not at all pleased with the returns traceable to this work, and these advertisers may be helped by the following remarks of the electric appliance sales manager.

He said: "For a number of years we had been distributing the usual line of electros and other 'helps' in the usual manner with the usual results. Then I got to thinking concerning the number of other manufacturers in the electrical field who were offering the dealers handling our line similar assistance. After that, I made a mental calculation of what experience led me to believe was the average number



## Day and Night Advertising Concentrated At Your Dealers' Doors

When prospects read the name of your product on a Flexlume Electric Sign at your dealer's, they know definitely where it can be bought and increased sales naturally result.

Many national advertisers have proved that Flexlume advertising at the point of sale pays, and pays big. And the merchant is willing to share Flexlume's cost with the manufacturer because he prefers this kind of dealerized advertising.

The day-and-night Flexlume is decidedly not an ordinary sign but the result of specializing in quality electrical advertising since 1910.

Write for details of our inexpensive try-out plan by which you can prove Flexlume's sales value with a limited number of signs in advance of a larger commitment.

*We also build exposed lamp and other types of signs for those who prefer or require them.*

**FLEXLUME CORPORATION**  
1040 MILITARY ROAD BUFFALO, N. Y.

*Flexlume Offices—All Principal Cities  
Factories also at Detroit, Los Angeles,  
Oakland, Calif., and Toronto, Canada*



## Advertising Salesmen Wanted

An organization who render a nation-wide and local service have an opportunity for advertising salesmen, who have proven their sales ability with an advertising agency.

A difficult position with an unlimited future is open to men who will make Advertising their life-study, and who live in the following cities:

Akron	Memphis
Atlanta	Milwaukee
Atlantic City	Minneapolis
Buffalo	Nashville
Cleveland	New Orleans
Davenport	Omaha
Denton	Philadelphia
Denver	Pittsburgh
Duluth	Richmond
Hartford	Rochester
Indianapolis	Springfield, Mass.
Jacksonville	St. Paul
Kansas City	Toledo
Youngstown	

Write complete business and educational history, salary expected, age and references—all of which will be held in strict confidence.

Address "K.," Box 48, Care of  
Printers' Ink

## Printing Economies

### To large users of printed matter

This is your opportunity to secure the services of an experienced printing executive without cost, besides saving a percentage of your annual printing expenditures.

There is no trick to this offer, no ifs and buts.

It is a well thought out plan to aid buyers of printed matter, conceived by an experienced printing buyer who knows how to cut corners, thereby obtaining the most for the least money.

Either the plan will save you money or you will soon be told that you are buying right.

A call to explain the plan entails no obligation.

**PRINTING ECONOMIST**

**Box 192, Printers' Ink**

of advertisements run weekly by our retailers. I decided that two insertions a week in the local newspaper was a trifle higher than the average but a safe figure to use as a basis.

"This means that Mr. Average Retailer runs about a hundred advertisements a year. Fully twenty-five of these are given over to special events such as sales, local celebrations and the Christmas holidays, when an exclusive type of advertisement is called for. In other words, the retailer who receives the greatest portion of 'helps' runs only seventy-five advertisements in which these helps can be used. When I took this figure and compared it with the number of manufacturers represented in the kind of store we sell to, I very promptly understood why our electros, mats, etc., were not used so extensively.

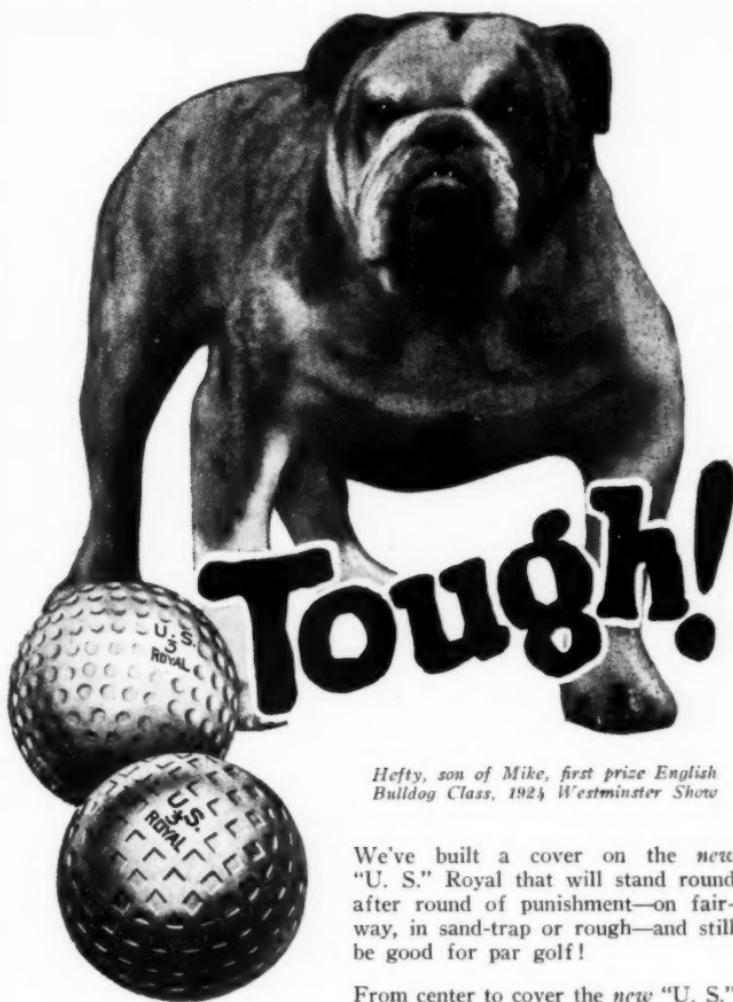
"As a result, I am following a new plan. Instead of making a drive for whole advertisements, I am endeavoring to induce our retailers to mention our product merely incidentally, if need be, but to give it a little space frequently rather than a big smash very rarely. With this in mind, we have prepared a new line of tiny electros. With these, we supply ready-made paragraphs and sentences which the retailer can clip and paste in his layout.

"I don't claim that the plan is a world beater. It has certain defects which we hope to iron out before long. Nevertheless, we do believe that it is going to result in more and better advertising of our product by retailers."

\* \* \*

The Schoolmaster is of the opinion that the plan of providing ready-made paragraphs, sentences and headlines is particularly commendable. The retailer who must prepare his own copy is seldom a master of the language and, although he may not run an entire advertisement suggested by a manufacturer, there is a fair chance that he will use a paragraph or two.

Incidentally, the Schoolmaster notices that the Stevens Manufacturing Company, maker of Ste-



*Hefty, son of Mike, first prize English Bulldog Class, 1924 Westminster Show*

We've built a cover on the new "U. S." Royal that will stand round after round of punishment—on fairway, in sand-trap or rough—and still be good for par golf!

From center to cover the new "U. S." Royal is built to meet those necessary requisites of good golf—greater distance—truer putting—truer flight—tougher cover—and a paint job that stays white! It is truly a custom-made golf ball. Play a "U. S." Royal!

*In either recess or mesh marking  
seventy-five cents each*

*Made by*  
**United States Rubber Company**



## Executive Available

Experienced Executive in industrial affairs now open for engagement. Has had broad executive experience as follows:

- (1) New York Sales Manager of large manufacturing corporation.
- (2) General Manager of large copper refining company.
- (3) Vice-President of Engineering Company in charge of management.
- (4) President of two alien companies taken over by the Government and now being liquidated.

Is prepared to make permanent connection with prominent business or financial interests where his past achievements can be profitably capitalized.

Address "Y," Box 199, care of P. I.

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Now I am offering an agency man the kind of an opportunity I wanted 3 years ago.

A small general agency in Chicago, well organized and recently located in Michigan Avenue's finest office building, offers a real opportunity to a successful solicitor with a good record as a business-getter. Arrangements will be made for a larger return than usually received and the position will afford an active part in the management. I am a "straight shooter" with wide experience in agency work and need a man of similar qualifications with whom to work. Only a Christian of exceptional ability, high character and pleasing personality will be considered. Later a part ownership will be considered if arrangement proves satisfactory. Correspondence held strictly confidential.

Address "W.," Box 198, Printers' Ink,  
230 So. Clark St., Chicago, Ill.

vens spreads, does this very thing. In the merchandising booklet which Stevens distributes among its retailers, there is a chapter headed: "Introductory Phrases for Your Advertising." This is followed by: "The copy suggestions below can be used in the introduction of your advertising—or woven into the descriptions." Then follow suggested paragraphs and headings which the retailer can juggle and do with as he pleases.

\* \* \*

The Schoolmaster some time ago received a letter containing a great deal of useful and valuable information from Fred G. Gruen, president of the Gruen Watch Makers Guild. He was particularly struck with the date line on the letter, which, after naming correctly the day of the month and the year, went into details, as a watch-maker should, and added 3:45 p.m. It was not only a friendly little touch, but so much in the spirit of the business of the company from which the letter came that the Schoolmaster received a bit of a thrill in noting it. Aren't there many other ideas which, directly in line with the company's business, could be added either to the date line, the salutation or the signature of the ordinary business letter and do a great deal toward making it more friendly and interesting?

### New Dry Goods Monthly Published

The Dry Goods and Furnishing News, New York, is publishing a new monthly magazine by the same name, which commenced with the June issue. The object of the magazine is to establish a medium which will reach dry goods and men's wear stores in metropolitan New York. Its subject matter covers sales and advertising ideas for the salesman behind the counter. The magazine is 9 x 12 inches.

Ralph Corbett is editor and manager. S. J. Perry is advertising representative.

The Dominant Paper  
in the Lumber Field  
is the

**American Lumberman**

Est. 1873 CHICAGO, ILL. A.B.C.

# Two Men Needed

in one of the most prominent advertising concerns in America

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## EXPERIENCED ADVERTISING MANAGER      SALES PROMOTION SPECIALIST

to plan, visualize and write complete campaigns, devoting his entire time and attention to advertising our business, chiefly through the medium of direct advertising.

If you have samples of any direct advertising planned and prepared by yourself, please send these along with your first letter, with our assurance to return promptly.

with some advertising and merchandising experience, and preferably a man who also has real sales ability, to devote his entire time and attention to the promotion of one division of our business, the market for which offers tremendous possibilities for development.

This opportunity will call for constructive sales work with both our sales force and prospective clients.

We are located in New York City and only occasional traveling may be required in either of these two positions.

Address "Q," Box 193, care of Printers' Ink.

June 18, 1925

PREMIUMS AND  
PREMIUM SERVICE

—We save our customers on cost of premiums all overhead expense, all investment in merchandise and all worry and bother of buying, handling and distributing premiums.

—We give our customers the benefit of 25 years' experience in the premium business.

—There is no charge of any nature for our Service except as represented by the small profit on jobbers' cost of premiums ordered. Premiums are paid for after delivery to the customers of our patrons. They are guaranteed against damage and dissatisfaction.

—The cost of this Premium Service is very much less than the expense involved in purchasing, stocking, packing and delivering from a department of a single concern. The saving in detail is very great.

—Booklets explaining everything mailed on request. Please state nature of business.

THE PREMIUM SERVICE CO., Inc.  
199 Franklin Street New York

Haley Fiske

## **Harry Fiske Gives Advice on Art in Advertising**

HALEY FISKE, president of the Metropolitan Life Insurance Company, is 73 years of age. During most of these years he has traveled thousands upon thousands of miles in order to make thousands of addresses. Of all these addresses the majority have been before the agents of his company on how to sell life insurance. Yet, despite all such opportunities, and despite the fact that he generally spoke on "how to sell," a subject closely allied with advertising, he has never spoken on advertising. Last week, however, he became an "advertising speaker." The occasion for his maiden advertising speech was a luncheon of the Insurance Advertising Conference at Briarcliff, N. Y.

His general comment on modern advertising was this: "The advertising pages in publications today are more interesting than the editorial content."

In his mind, an advertisement should meet three cardinal requirements:

- (1) It should never be misleading.
- (2) It should always be entertaining.
- (3) It should always be filled with real art.

It was the third qualification that interested him most and to which he gave most attention.

"The business life of this world," he said, "must always be

## National Miller

Established 1895

**A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.**

600 W. JACKSON BLVD., CHICAGO



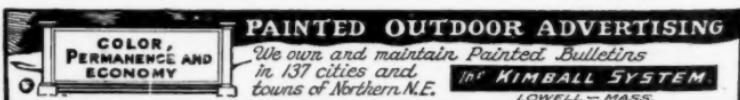
# Howell Cuts

for houseorgans  
direct mail and  
ask for proofs other advertising

Charles E. Merrill: Pink Building: New York.

## Research Man—

College graduate, M. A., age 33; 3 years in charge of investigations for a business bureau. Available after July 1. Salary \$4,200. Address "T.", Box 194, care of Printers' Ink.



carried on by men. I dislike very much the present tendency to over-feminize the business world. I notice that tendency creeping in on advertising art. And I feel that if I should be asked to give any advice on advertising that I could say don't overwork the feminine appeal in the art you use."

### Made Advertising Manager of Milwaukee "Journal"

Ray Arnold, former sales manager of Critchfield & Company, Chicago, has been appointed advertising manager of the Milwaukee *Journal*. He was at one time with the Washburn-Crosby Company, Minneapolis, and also the H. J. Heinz Company, Pittsburgh.

### J. L. Jones with Andrews-Bradshaw

J. Lucien Jones, who has been with the Moss-Chase Company, Inc., Buffalo, N. Y., advertising agency, for the last eight years, has been appointed advertising manager of the Andrews-Bradshaw Company, Pittsburgh, Pa.

### Appointed General Sales Manager of Ideal Company

Alfred L. Freden, sales manager of the Listerated Gum Corporation, New York, manufacturer of Orbit gum and candy, has also been appointed general sales manager of the Ideal Cocoa & Chocolate Company, of that city.

### If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work on 'y' wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R." Box 23, care of Printers' Ink.

### Sales Executive Available

Thoroughly competent in the organization and direction of a sales staff. Conversant with general advertising and sales promotion. Good personal contact man. Open for a good connection either to sell or to direct a sales department.

Address "V." Box 197, care of Printers' Ink.

### Many Advertisers

Cover the

Entire

Los Angeles Field

by Using the

**EVENING HERALD**

Alone!

#### REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago, Ill.  
H. W. Moloney, 604 Times Bldg., New York  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

### THE ADVERTISING MANAGER of a Nationally-Known Magazine Seeks New Connection

His record is best revealed by the substantial growth of the publication now under his direction. Its development along sound, practical lines is a matter of record.

His experience includes not only the active management of his department and its subsidiaries, but also a thoroughly well-rounded training in the agency field.

He knows how to buy plates and printing, appreciates good copy and layout, and understands publications and their artistic make-up.

Address "U." Box 196, Printers' Ink.

### WOOD FOR CUTS ALL PURPOSES

WE EMPLOY ONLY THE MOST SKILLED ENGRAVERS. OUR PLANT IS ESPECIALLY ADJUSTED TO GIVE OUT OF TOWN AGENCIES SPEEDY RETURNS

**THE SANDER ENGRAVING Co.**  
542 S. DEARBORN ST. CHICAGO

### "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTRÉAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New and Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

**California Sales Organization** want additional lines to handle on brokerage basis. State full particulars in first letter. Box 524, Printers' Ink.

### HELP WANTED

**ADVERTISING MAN** who now has a small agency of his own can affiliate with a progressive agency, fully established and recognized, on a salary basis. Opportunity offered to get maximum returns for effort put forth, with release from overhead that kills earning power. Communicate in confidence with Box 537, P. I.

**ADVERTISING SALESMAN**—to sell our direct-mail syndicated advertising service to business and professional men; splendid opportunity for right man; permanent future; if you are used to earning \$500 or more monthly on commission basis and desire to improve your position, we have the ammunition. The Service System, 442-444 Elizabeth Ave., Newark, N. J.

#### Advertising-Display Salesmen

We manufacture Genuine Photographs for window and counter displays, also a complete line of direct-mail advertising and have a few choice territories open for high-grade salesmen, commission basis, exclusive territory. Address The Garraway Company, Rutherford, New Jersey, giving full particulars as to experience, references, etc., in first letter.

### All Around Copy Man Needed

Small, well located and rapidly growing agency in Chicago needs an alert Copy man with experience and ability to write and handle diversified accounts. He must be able to make acceptable rough layouts for both space and direct by mail advertising. This is an opportunity to build a real future. Substantial salary to the right man. Gentleman only. Tell complete story first letter which will be opened only by the agency owner and held strictly confidential. Box 540, Care Printers' Ink, Illinois Merchants Bank Bldg., Chicago.

### Advertising Salesman Wanted

High calibre only—with producing record. Liberal drawing account, commission, future interest in business. Past experience. Give full details. Box 544, P. I.

### MISCELLANEOUS

**42nd St., 51 EAST.** Best mailing address in New York. \$5.00. Telephone and stenographic service additional. Room 506.

### LOFTS TO LET

Art Color Building, 209 and 219 West 38th Street (near Seventh Avenue), 2,000, 4,000, 6,000 square feet newly divided spaces in up-to-date, 12-story, strictly fireproof building. Apply on premises or telephone Pennsylvania 1819.

### POSITIONS WANTED

#### EDITORIAL

Young newspaper man, 28; four years of varied journalistic experience, is seeking trade or business-paper connection. Box 536, Printers' Ink.

### Philadelphia Only

seasoned adv. man 4 A's Agency exp. and adv. mgr. large natl. adv. 26, college graduate. Box 525, Printers' Ink.

**Research Engineer** (M. E.—E.E.) for market investigations and surveys. Technically trained, mature judgment, widely traveled with a practical knowledge of advertising, shop production and sales methods. Box 541, Printers' Ink.

**Sales Executive**—who thoroughly understands market development, sales procedure and management. Mature judgment, tactful, combined with sound selling sense, and proved ability to judiciously manage sales force. Technically trained, 39 years old, happily married, excellent references as to character and ability. Box 542, Printers' Ink.

**I OFFER**—Knowledge of buying advertising of all kinds, keen judgment of markets, initiative, ability as speaker and writer, good personality and absolutely dependable, loyal service.

**I SEEK**—Connection where opportunity for increasing earnings, congenial, permanent. Now earning \$5,500. Available after two months. Prefer Pacific Coast. Address Box 526, Printers' Ink.

**Captions, Re-Write Man**

proof-reader; edits humor and verse, etc. \$25. Engaged. Established connection desired. Box 543, Printers' Ink.

**DIRECT MAIL SPECIALIST**

who gets real results at low cost will accept two accounts, manufacturing, mail order or agents. D.J.S. Telephone Stuyvesant 8300. Box 539, Printers' Ink.

**RADIO OR CLASS ADVERTISING SALESMAN** has outgrown his present connection. Six years' selling experience. Over 50 new accounts secured within one year. Can I talk to you? Address Box 529, P. I.

**A HIGH-GRADE, EXPERIENCED ADVERTISING SALESMAN**—age 35, college graduate, well known to national advertisers and agencies—is available for New England. Box 531, Printers' Ink.

**THE MAN!**

**AVAILABLE.** With a ten-year record embracing sales—executive, agency and publishing experience. The agency, manufacturer or publisher who has a sales problem can get action now. Box 534, P. I.

**Ad. Writer, Merchandiser**, 27, married. Capable without staff of assistants; 10 yrs'. exp. Knowledge markets, direct mail, technical & trade paper campaigns; writes, designs art work, layouts, production. Box 538, Printers' Ink.

**Advertising Assistant**—Age 20, college man, well trained in the many branches of advertising, wants position with an advertising agency where there is a chance for self-development and hard and earnest work is appreciated. Initial remuneration a secondary matter. Box 530, P. I.

**PRODUCTION MAN FOR ADVERTISING AGENCY**—Practical printer; capable executive, now holding executive position. Thorough knowledge of estimating, costs and economical methods of production. Knowledge of advertising and selling. When may I call for an interview? Address Box 528, Printers' Ink.

**A VERSATILE MAN** with copy, layout, house-organ and catalog experience; A **DEPENDABLE MAN** who possesses ability and initiative, wishes to round out the advertising department of a manufacturer. Six years' experience; age 30; married. For details address Box 535, Printers' Ink.

**A REAL LIVE WIRE**

Ten years' experience with one of the largest printing plants in New York. I can estimate, buy paper and supplies, keep perpetual inventory and general office work. Best references. Box 532, P. I.

**Women's Appeal Copy**

in advertising home and women's products, perfumes, cosmetics. Interiors, food, clothing, soaps, furniture, publicity, etc. Box 545, Printers' Ink.

**Bookkeeper**

Eight years' agency experience; seeks position. "Advertiser," Room 707, 45 West 45th Street, New York City.

**THE JOB**

I want is connected with fashions and advertising.

Three years intensive work in fashions, fabrics. A fiction writer's mood-phase viewpoint, plus knowledge of news value in fashion advertising. A belief that with more experience I could create distinctive type of fashion copy.

Newspaper, magazine, advertising experience. Working knowledge type, layout, printing. Salary IS important, but not just now. Box 533, Printers' Ink.

**CAUTION**

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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—“but why do you choose this publication? I read the other one myself and think it's excellent.”

¶ It is as impossible for the average advertiser to use every medium that might benefit him, as to employ every salesman that looks like good material.

¶ There is as definite an advertising percentage as there is a sales percentage a given product can profitably bear.

¶ And publications, like salesmen, are chosen not because they make agreeable table companions, nor because our families approve of them—but on the basis of whether or not they produce results.

## FOX & MACKENZIE *Advertising*



1214 Locust St., Philadelphia

# Business is good in the Chicago territory

DURING May, this year, The Chicago Tribune printed 9,636.46 columns of advertising — the greatest volume of advertising ever printed in The Tribune's history.

**The Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

*Circulation Over 600,000 Weekdays and Over 1,000,000 Sundays*